

Seed Group Teams Up with Gupshup to Transform the Way UAE Businesses Engage with Their Customers

Dubai, United Arab Emirates—17 May 2022—[Seed Group](#), a company of the Private Office of His Highness Sheikh Saeed bin Ahmed Al Maktoum, has partnered with [Gupshup](#), a global leader in conversational engagement, to redefine the customer experience. Gupshup has changed the way businesses engage with their customers across industries.

Under the new strategic partnership, Seed Group will ensure that Gupshup's presence in the region is enhanced, connecting it with top decision makers in the UAE's public and private sectors.

Headquartered in Silicon Valley, Gupshup works with over 45,000 businesses across 40+ countries, powering over 7 billion messages every month. The tech company helps businesses build engaging conversational experiences for commerce, marketing, and support across 30+ messaging channels.

Gupshup leverages conversational AI to deliver quick and reliable solutions to help brands deliver personalised, interactive experiences at scale. They have an impressive client base, including Google, Facebook, LinkedIn, WhatsApp, and HSBC, amongst others.

Hisham Al Gurg, Chief Executive Officer at Seed Group, said, "We are pleased to announce our new strategic partnership with Gupshup, a US-based company that specialises in building engaging conversational experiences for brands and companies that are looking to take their customer service to the next level. Using Gupshup's proven conversational engagement solutions, businesses in the region can fast-track growth and increase profitability while future-proofing customer experience. We look forward to partnering with Gupshup to drive the next phase of conversational engagement and commerce in the region."

Ravi Sundararajan, Chief Operating Officer at Gupshup, said, "Our mission is to enable richer business-to-consumer communication, which is more personalised and interactive, so brands and consumers can engage anytime, anywhere, across any channel. So we are constantly innovating as we build the most advanced and comprehensive conversational engagement platform. We are excited to partner with the Seed Group and strengthen our presence in the United Arab Emirates and wider Middle Eastern region. Together, we will help many more businesses connect better and deeper with their consumers and elevate the overall brand experience."

Being official Business Solution Partners for Meta, Gupshup's conversational platform helps businesses across industry verticals interact and transact with consumers through personalised conversations on messaging channels such as WhatsApp, Instagram, Facebook, and Google Business Messaging, among others, via AI/NLP backed chatbots and seamless integrations.

Seed Group has supported several global businesses from all over the world in the region, allowing them to leverage its vast range of top-level connections. Over the past 16 years, it has formed strategic partnerships with leading companies in the hospitality, banking, logistics, and technology sectors, providing the country's business ecosystem with a diverse portfolio of innovative businesses to work with.

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About Gupshup

Gupshup enables better customer engagement through conversational messaging. Gupshup is the leading conversational messaging platform, powering over 7 billion messages per month. Across verticals, thousands of large and small businesses in emerging markets use Gupshup to build conversational experiences across marketing, sales, and support. Gupshup's carrier-grade platform provides a single messaging API for 30+ channels, a rich conversational experience-building tool kit for any use case, and a network of emerging market partnerships across messaging channels, device manufacturers, ISVs, and operators. With Gupshup, businesses have made conversations an integral part of their customer engagement success. Gupshup is present across the world in regions like India, Latin America, Eastern Europe, Southeast Asia, the Middle East, and the United States. Visit www.gupshup.io for more.

About Seed Group

Over the past 16 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group's goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region, helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet The Private Office's criteria. For more information, visit www.seedgroup.com.

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