



Tally and WhatsApp API Integration Solution

A comprehensive marketing approach for a business, product, or service.

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Why Choose This Solution

Introduction to Tally Software

Tally is one of the world's most trusted accounting and business management software solutions, used by millions of businesses.

Key Features

- Financial Accounting
- Inventory Management
- GST Compliance
- Payroll Processing
- Invoicing & Billing
- Business Reports & Analytics



What is WhatsApp Business API?

Enables businesses to communicate with customers at scale via WhatsApp, transforming how companies interact with their audience.



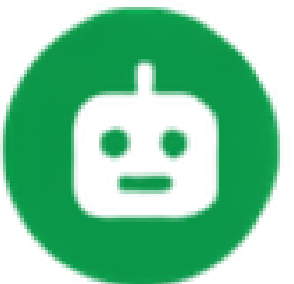
Supports automated messaging, notifications, customer support, and rich media sharing



Over **2 billion** users globally, making it one of the most powerful communication platforms



Facilitates real-time, personalized communication between businesses and customers



Enables broadcast messaging, chatbots, and seamless two-way conversations



Trusted by leading businesses worldwide to enhance customer engagement and satisfaction



2+ Billion

USERS GLOBALLY



**REAL-TIME
PERSONALIZED
COMMUNICATION**



**AUTOMATION
AT SCALE**



**BETTER ENGAGEMENT
HIGHER SATISFACTION**

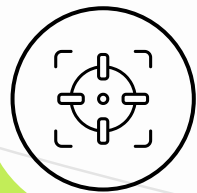


Our Integration Solution

Our solution seamlessly integrates Tally ERP with the WhatsApp Business API, enabling automatic sharing of invoices, payment updates, and other business information via WhatsApp. This reduces manual work, minimizes errors, and keeps customers informed in real time through a single, efficient workflow.

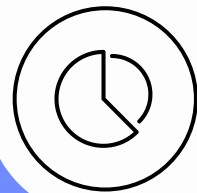
Key Benefits of the Integration

1



Larger Reach:
Connect with customers on their preferred platform

2



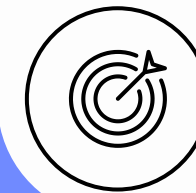
Easy Communication:
Instant and direct messaging

3



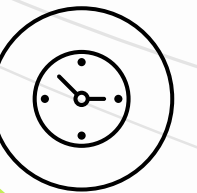
Automation:
Reduces manual work and errors

4



Real-time Updates: Keeps customers informed instantly

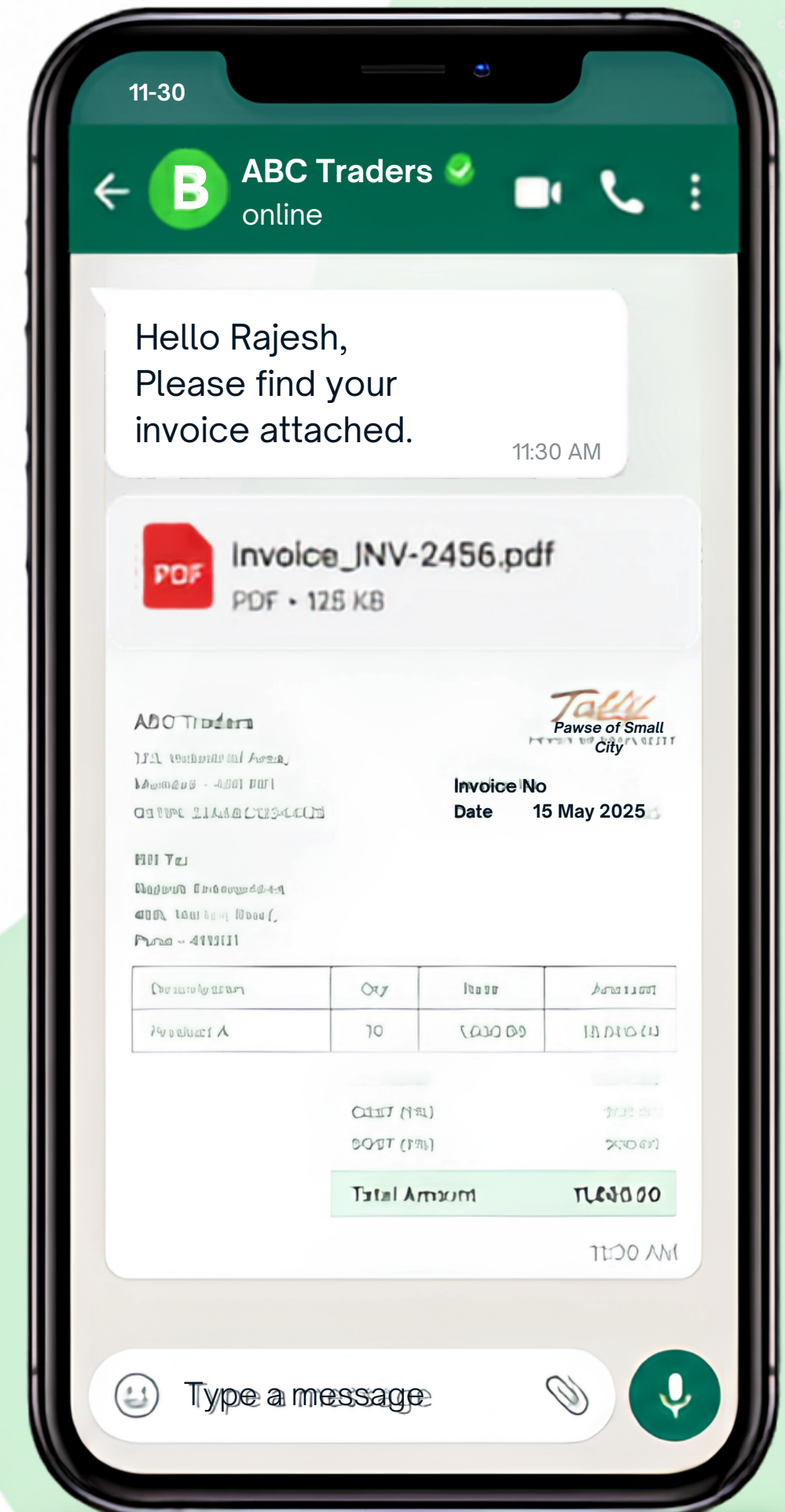
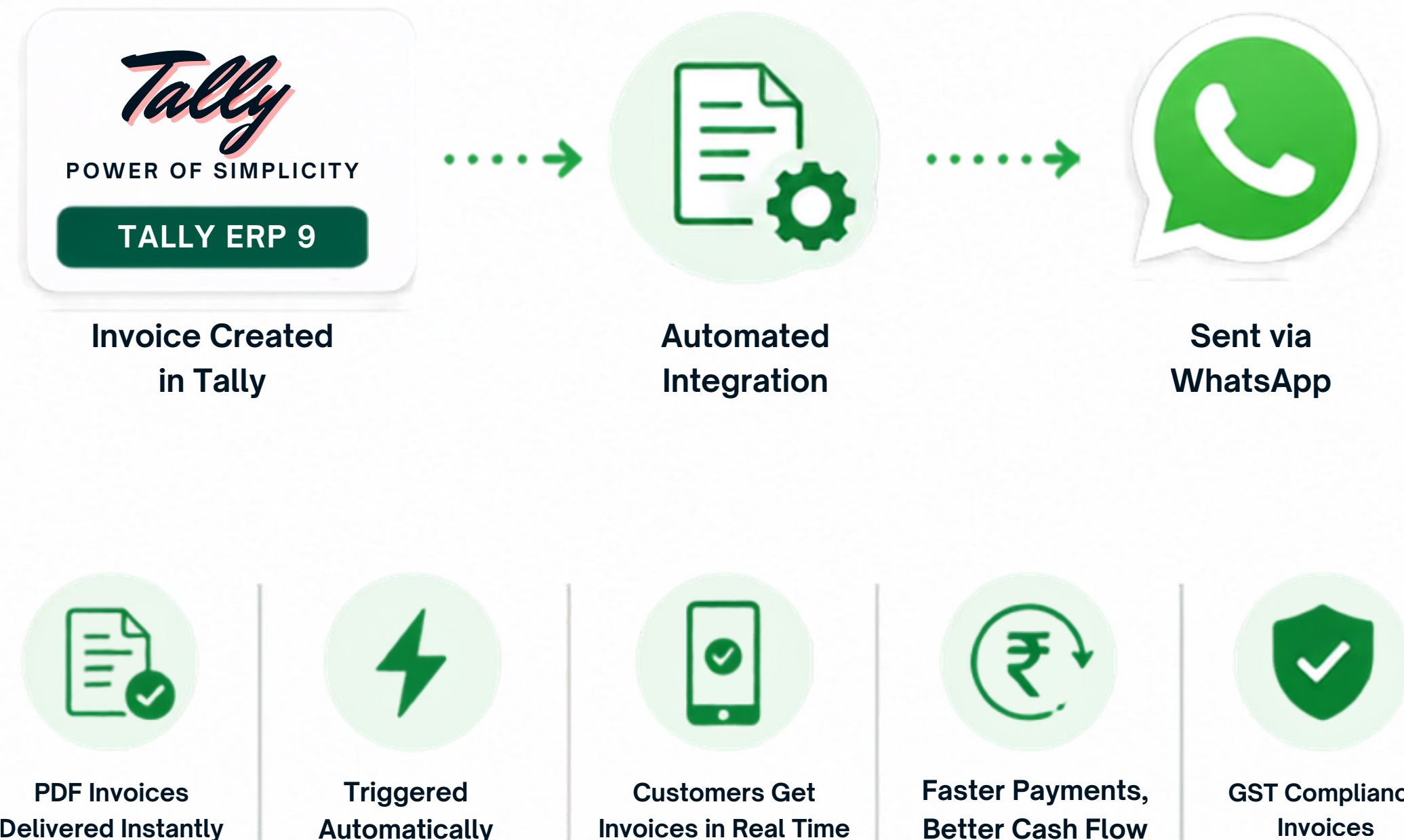
5



Higher Engagement:
WhatsApp messages have 98% open rates

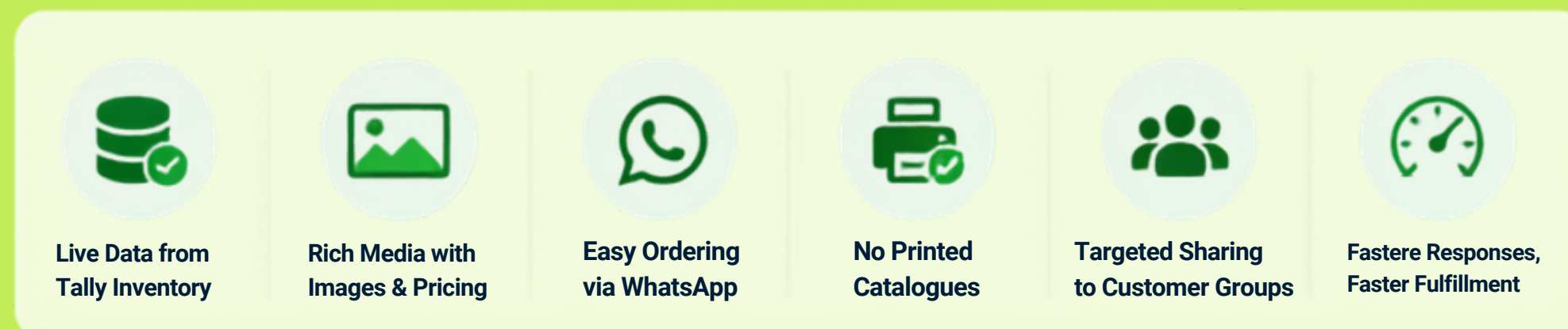
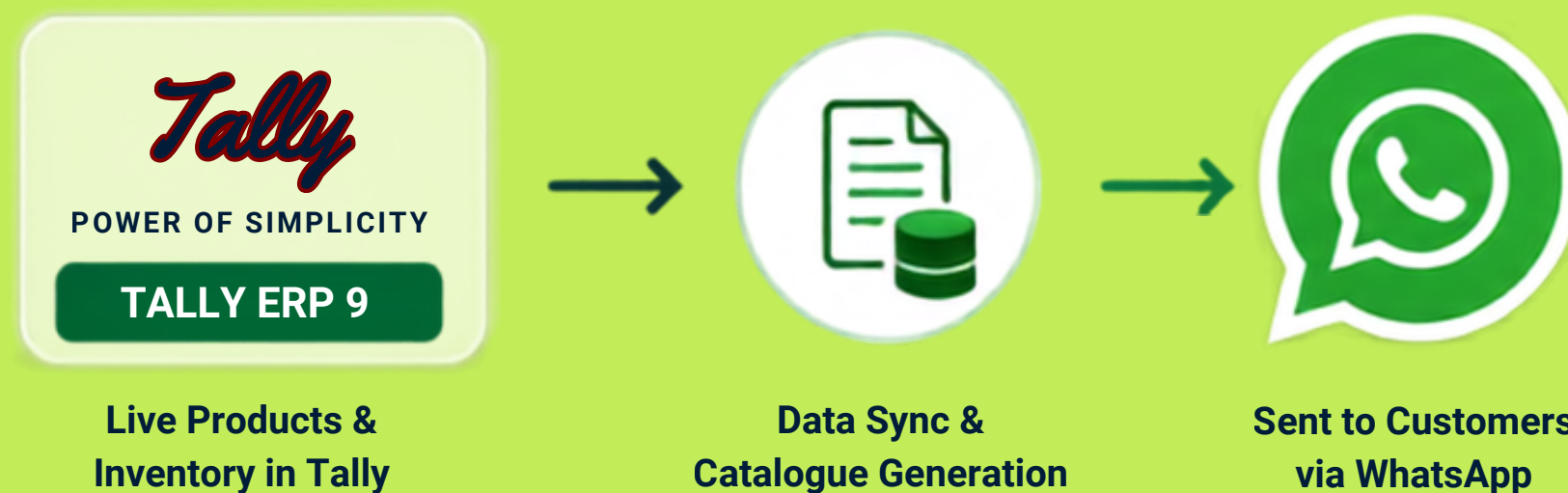
Automatic Invoice Sharing via WhatsApp

Invoices from Tally, delivered instantly to your customers on WhatsApp.

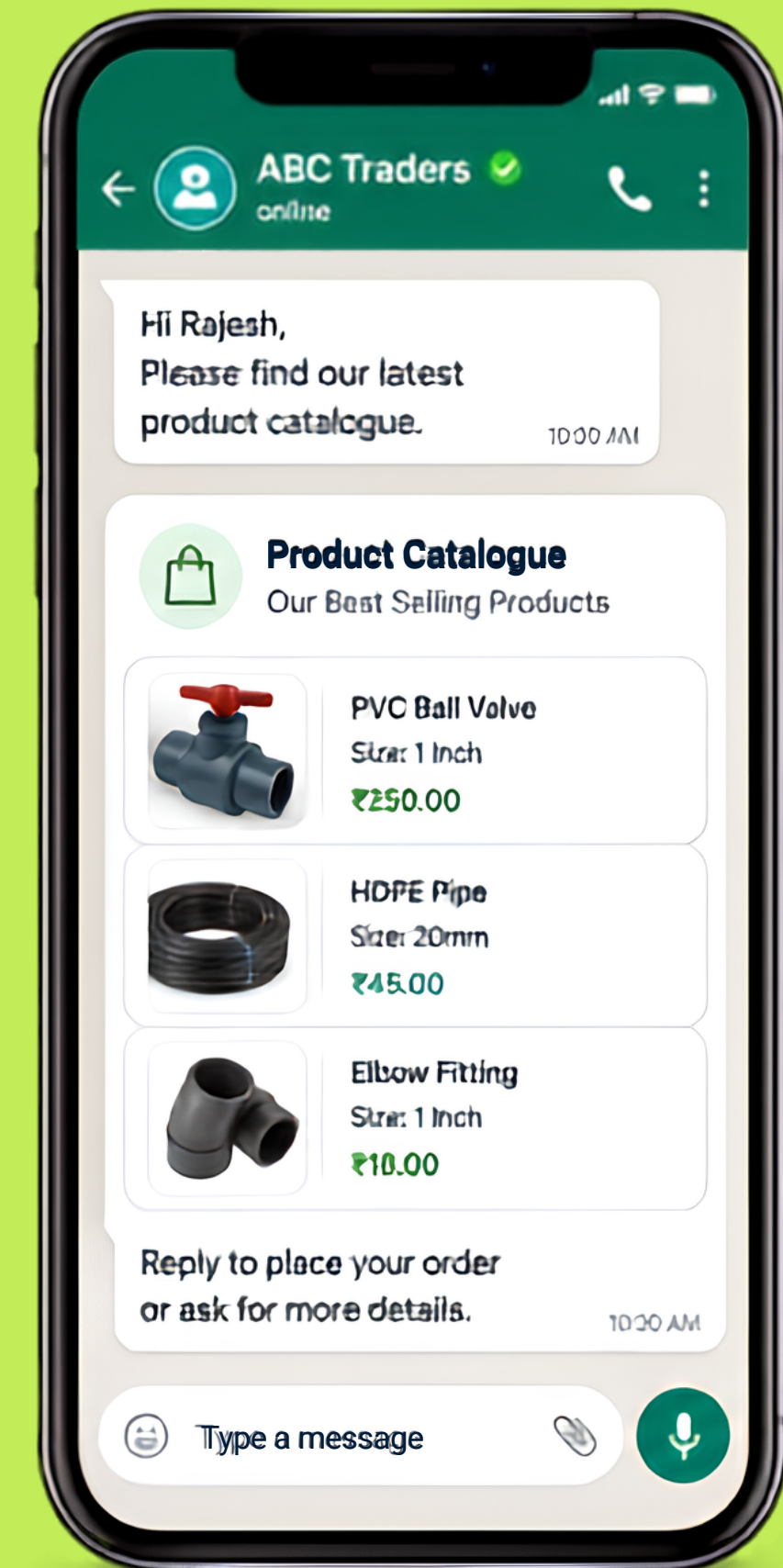


Send Product Catalogue via WhatsApp

Share product catalogues with images, descriptions, and pricing directly from Tally inventory – all via WhatsApp.

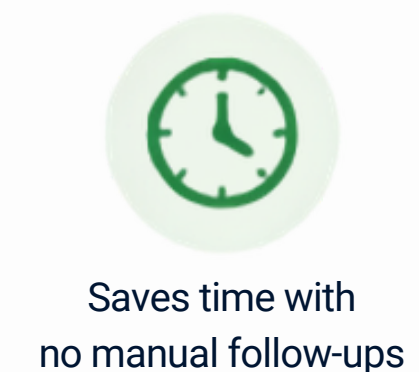
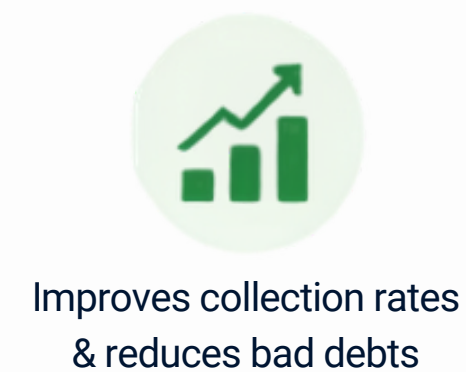
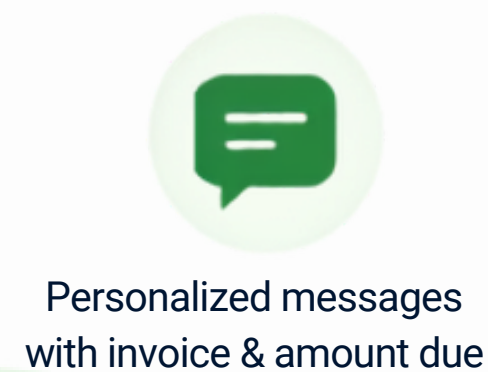
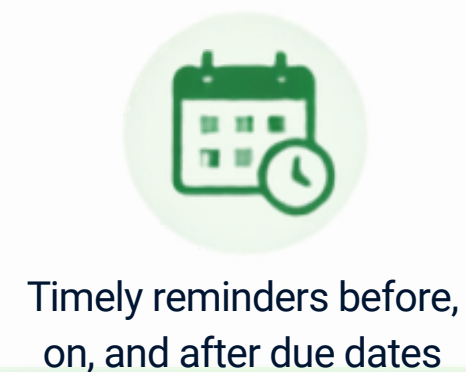
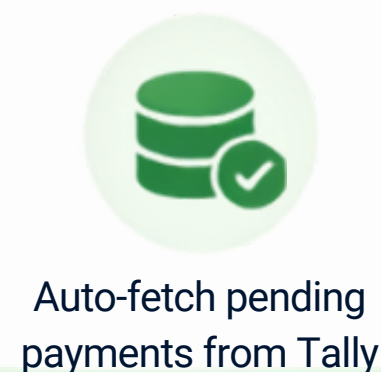
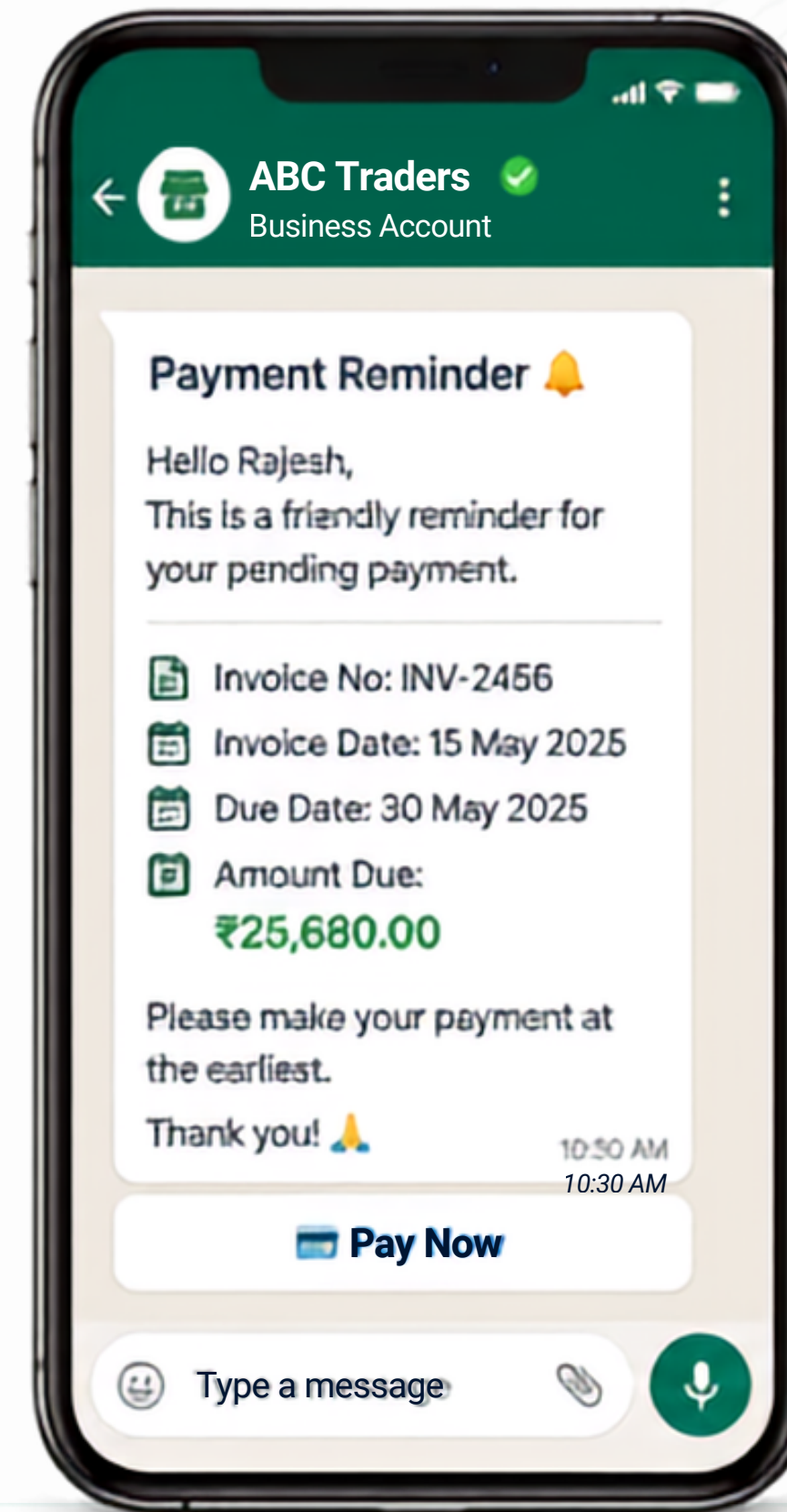
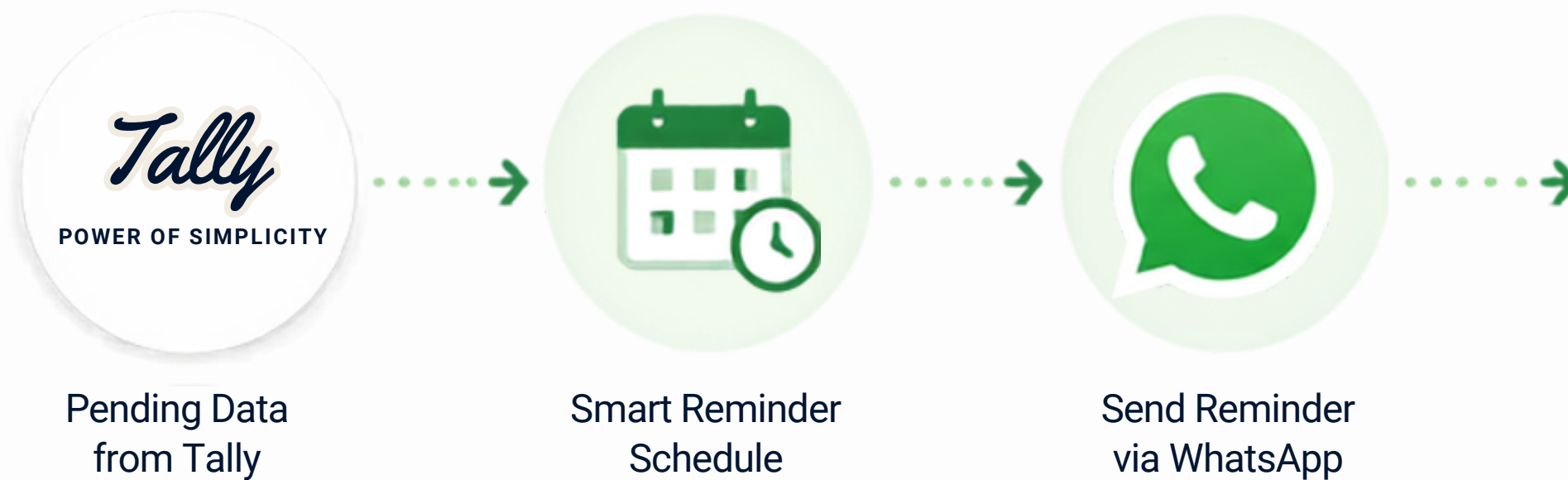


 **Smart Sharing. Happy Customers.**



Automated Payment Reminders

Stay on top of collections with intelligent, automated reminders powered by **Tally + WhatsApp API**.



Additional Features

Beyond core automation, our Tally and WhatsApp API integration solution offers a comprehensive suite of features designed to streamline every aspect of your business communication.

Keep your customers informed, engaged, and connected at every stage.





Order Confirmations

Instant order confirmation messages sent to customers on WhatsApp.



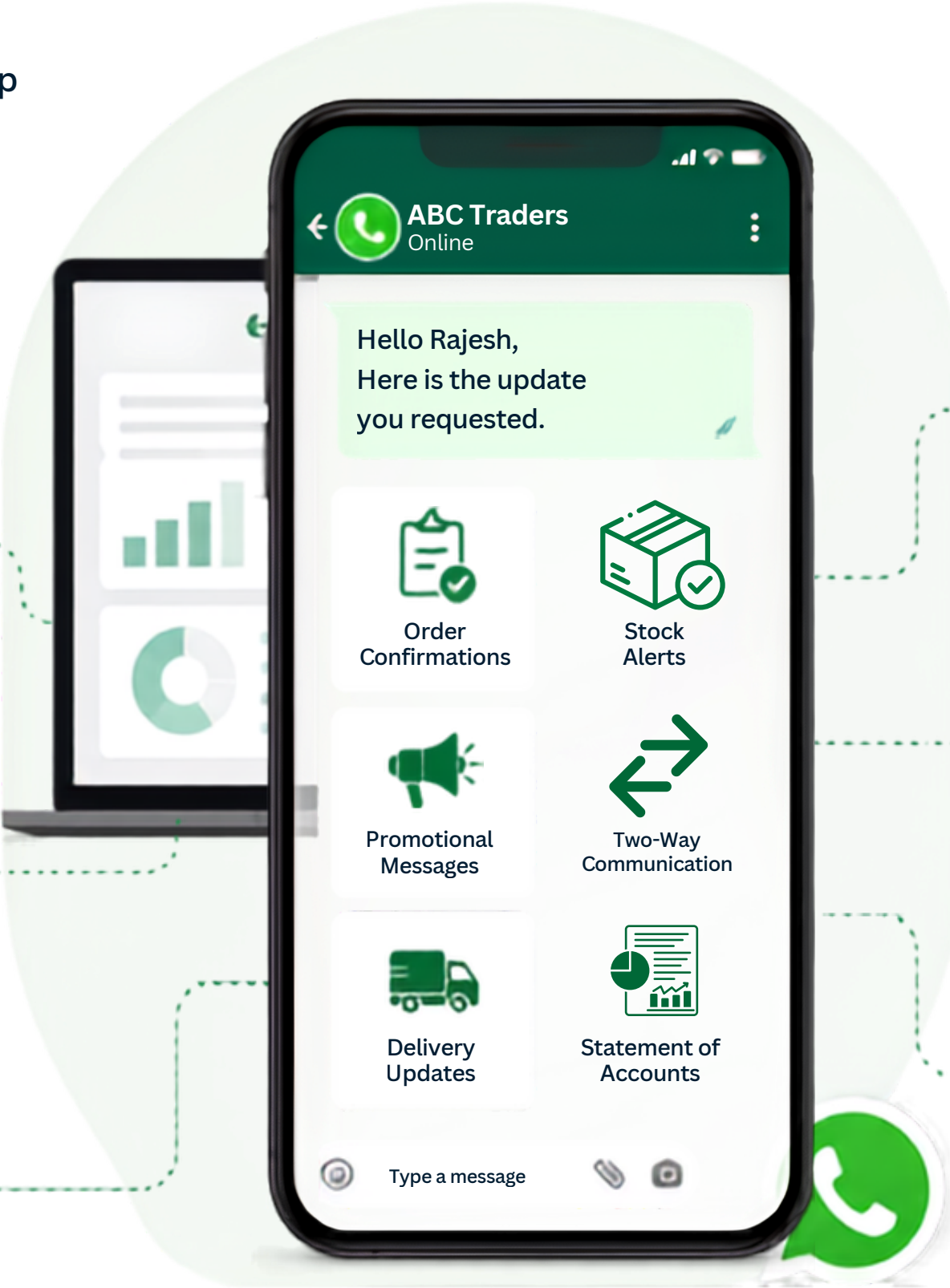
Promotional Messages

Send offers, discounts, and updates to drive engagement and boost sales.



Delivery Updates

Keep customers informed with real-time delivery and tracking updates.



Stock Availability Alerts

Notify customers about product availability and back-in-store updates.

Two-Way Communication

Enable customers to reply, ask questions, and place orders seamlessly.

Statement of Accounts

Share account statements and outstanding balances quickly and securely.

Automate
Communication

Improve Customer
Experience

Increase
Efficiency & Sales

Build Stronger
Relationships

HOW IT WORKS



Your Business
Data in Tally



Secure API
Connection

Real-Time
Data Sync

Custom Message
Templates

Simple Setup &
Configuration



Instant Delivery to
Customers via WhatsApp



Secure API
Connection



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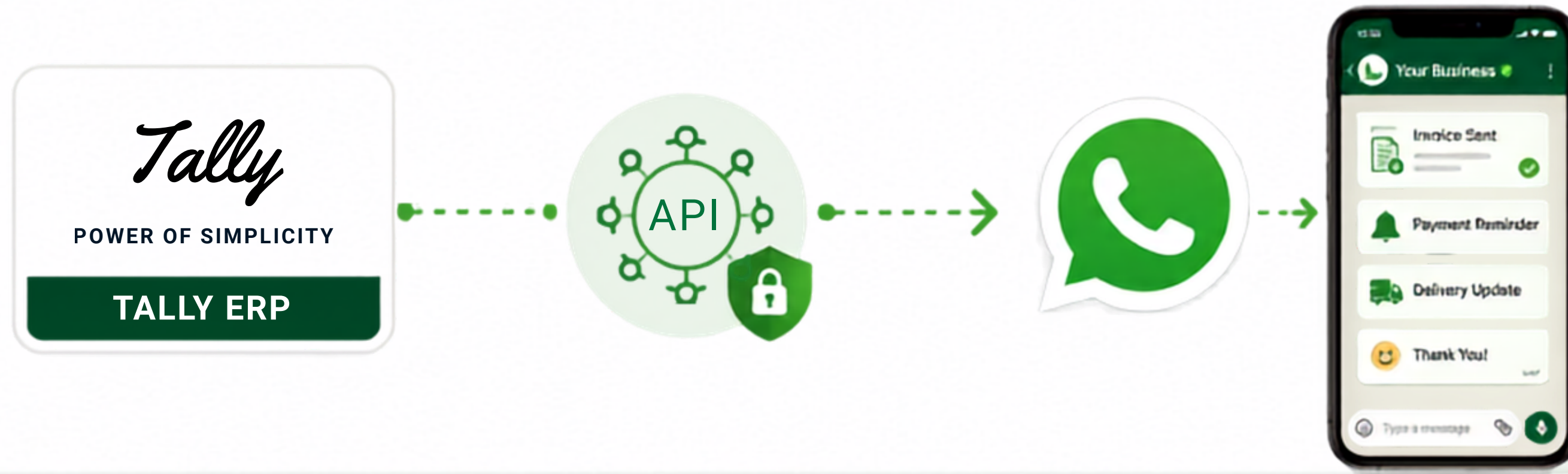
Scalable
Architecture



Reliable. Secure. Scalable. Built to grow with your business.

Why Choose This Solution?

Smarter Communication. Happier Customers. Stronger Business.



Customer Satisfaction

Keep customers informed and delighted.



Operational Efficiency

Automate tasks and save time & effort.



Improved Cash Flow

Faster payments and better collections.



Competitive Advantage

Deliver better service, stay ahead.



Scalable Solution

Built to grow with your business.



Secure



Reliable



Real-Time

Future-Ready

Thank You!

Thank you for your time and consideration.

We look forward to helping your business communicate **smarter** and **grow faster**.



Happier
Customers



Higher
Efficiency



Better Cash
Flow



Competitive
Edge



Scalable
Growth



Let's build stronger connections
and a better tomorrow — together.



Smarter Communication. Stronger Relationships. **Better Business.**

