

Vajra Global Strengthens MarTech Position Through Strategic Partnership with LeadSquared

Chennai, Tamil Nadu Jun 27, 2024 ([Issuewire.com](https://www.issuewire.com)) - Vajra Global, a leading provider of MarTech solutions, is pleased to announce its strategic partnership with LeadSquared, a sales automation SaaS platform. This collaboration aims to leverage Vajra Global's Martech, digital, and generative AI capabilities and LeadSquared's marketing automation and CRM solution to provide businesses with unparalleled technological capabilities.

The partnership with LeadSquared will enable Vajra Global to provide end-to-end CRM offerings for clients in different industries, such as FinTech, Edutech, Hospitality, retail, E-commerce, real estate, and healthcare. LeadSquared's robust capabilities will streamline marketing, sales, and customer service processes and drive business growth. Combined with Vajra Global's unique generative AI and digital services, customers will have access to a full range of sales and marketing solutions powered by automation and technology.

*"We are excited to embark on this partnership with LeadSquared," said **Mr. Ganapathy Sankarabaaham, CEO of Vajra Global**. "By leveraging LeadSquared's advanced technology and expertise, we are confident that we can strengthen our MarTech position and better serve our clients' changing needs. LeadSquared's platform offers comprehensive capabilities for marketing and sales automation, allowing us to implement tailored solutions and track lead status and updates with precision."*

Anand Dev Dhand, Head Partnerships and Alliances, LeadSquared said, *"We are thrilled to announce our partnership with Vajra Global. Together, we aim to empower businesses across industries to leverage automation and unlock growth through our advanced, no-code sales execution platform. This collaboration will help us expand our reach and impact new users. We look forward to increasing our partner ecosystem to drive incremental growth and provide hyper-local support to our customers via partner channels."*

About Vajra Global

Vajra Global's marketing technology solutions combine the creativity of marketing specialists with the technical prowess of its technology and Generative AI experts. This powerful combination helps brands leverage marketing software solutions, understand customer preferences, and provide unique customer experiences. These are backed by robust content, design, and marketing operations support.

For more information about Vajra Global and its range of MarTech solutions, visit www.vajraglobal.com (or) contact Sriram - 99944 67125. You can also write to us at corporate@vajraglobal.com

About LeadSquared

Founded in 2013, LeadSquared is a premier high-velocity sales execution, field force, and marketing automation platform, that serves over 2000 organisations worldwide. With a focus on empowering businesses of all sizes, LeadSquared facilitates the transformation of sales processes through intelligent automation, meticulous activity tracking, seamless digital customer onboarding, and an advanced mobile CRM solution tailored to manage field sales operations efficiently. LeadSquared caters to diverse industries such as lending, insurance, banking, education, real estate, tech marketplaces, healthcare,

and more. For more information, please visit- <https://www.leadssquared.com/>

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