



Transforming Platform Capability - The aha Move!

aha 2.0 gears up for rapid scalability.

The word "aha" is written in a large, bold, orange, sans-serif font. The letters have a white outline and a slight 3D effect. The 'a' has a checkmark-like shape above it. The text is set against a background of blue concentric circles and a fingerprint-like pattern.

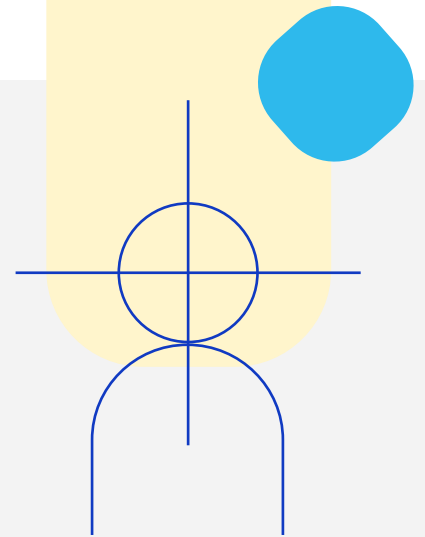
About aha

Industry

MEDIA & BROADCASTING

Country

HYDERABAD, INDIA



Owned by Arha Media & Broadcasting Private Limited, aha is an Indian OTT video-on-demand subscription platform offering content in Telugu and Tamil. The platform boasts over 2000+ hours of content, including 350+ hours of exclusive and original programming. It has garnered 32 million app downloads and 12 million monthly active users, making it one of the fastest-growing OTT platforms in India. The platform has also expanded its overseas network to the US, UK, Australia, and Southeast Asia, including Malaysia, Myanmar, Sri Lanka, and Singapore, catering to the entertainment needs of diverse audiences.

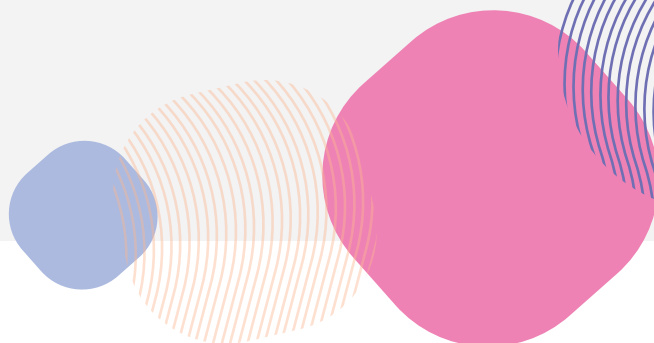


Evergent's robust platform has allowed us to market quickly with new plans and promotions. By enabling us to expand horizontally and easily integrate new payment methods and currencies across multiple regions, Evergent has supported aha's ambitious growth plans and allowed us to reach a truly worldwide audience with our premium digital video service.



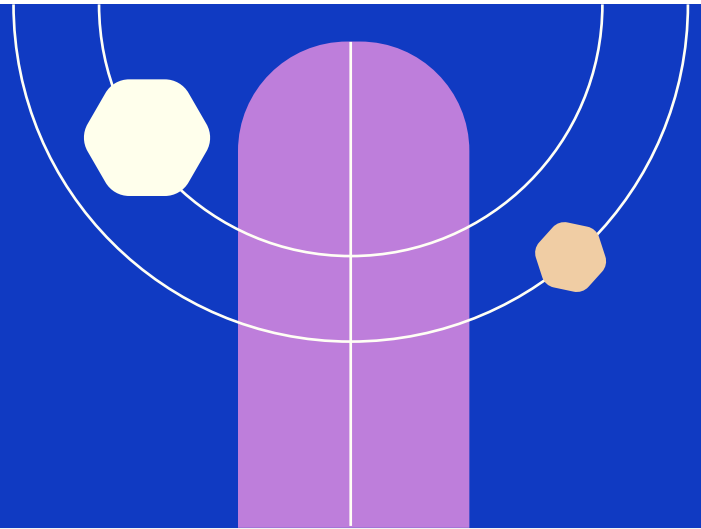
Ajit Thakur

Board of Director, aha



The Process

Evergent's monetization capabilities enhanced aha's platform functionality with automated workflows, robust promotional campaigns, and greater customer reach. While the streamer focuses on offering the best local content, Evergent's expertise has equipped aha to test the waters globally. An account of the project timeline provides a glimpse of milestones achieved.



01 Strategic Partnerships

aha established several significant strategic partnerships. Powered by this global partner network, aha's expansion journey has been seamless - and has led to multiple revenue opportunities for the streamer.

03 Central Control

aha's global operations are centralized on a single subscription platform with region-specific business rules and currency options enabled. Evergent's subscriber management capabilities offer aha a holistic view of subscriber history across regions, enabling the company to make data-driven decisions.

05 Automated Workflows

Evergent transformed aha's platform with automated workflows and promotional campaigns. In a nutshell, aha 2.0 is enhanced with hyper-automation. aha's payment engine has been made more robust through strategic payment partnerships. The streaming service is now powered by automated payment flows based on the subscriber's category to deliver a superior payment experience.

02 Payment Flexibility

aha's automated billing communication has eliminated the risk of non-payments from subscribers by enabling a superior user journey. aha's subscribers today have access at the tip of their fingers to future payment information. The Evergent Monetization Platform encourages subscribers to upgrade and downgrade their membership plans and self-serve digital environments.

04 aha Referral Offers

aha's customers can now refer friends and family for extra mileage on their subscription plan validity. Referred customers, as well, receive special discount offers upon their onboarding. This unique promotional strategy has improved aha's retention rates significantly and contributed to many newly active subscriptions.

Key Outcome

Skyrocketing Subscriber Growth

aha's subscriber base has seen a rise of **35%** since its partnership with Evergent.

Payment Flexibility

Evergent's strategic partnerships enabled aha with global payment gateways and multiple payment methods. With robust partnerships, aha's customer acquisition rate **improved by 25%**.

Innovative Promotional Campaigns

aha's innovative "Refer a Friend" campaign has resulted in an increase in annual and quarterly subscriptions, signaling revenue health.

Borderless Expansion

aha can now venture into new sales channels with multi-device functionality along with global currency and payment support. Evergent equips aha to expand seamlessly with multi-regional and multi-lingual growth plans.

