



NEWS RELEASE

# Broot.ai Chooses Vonage to Power its CRM Platform to Redefine Sales and Marketing Engagement

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India-based Broot.ai leverages Vonage APIs to transform how sales and marketing connect with prospects and customers

HOLMDEL, N.J.--(BUSINESS WIRE)-- **Vonage**, a part of Ericsson (NASDAQ: ERIC), has announced that Broot.ai, an India-based, AI-powered contact management and enrichment platform designed for B2B sales, marketing, and event professionals, is leveraging Vonage APIs to transform how sales and marketing teams connect with people worldwide. By integrating the **Vonage Voice API** and enabling **local phone number provisioning**, Broot.ai brings real-time, in-app calls directly to the enterprise.

For teams using customer relationship management (CRM) platforms for fast-paced campaigns, speed and context are critical. With the Vonage integration, Broot.ai users can make a call with a single click immediately after identifying a prospect. This means Broot.ai can instantly follow-up with registered event attendees and qualified sales opportunities, helping to improve the speed of engagement and conversion.

"Broot.ai's mission is to remove obstacles for sales and marketing teams so they can focus on building real connections," said Mithun Waghela, Founder and Chief Product Officer, Broot.ai. "Vonage APIs allow us to deliver seamless, in-app calling and instant number provisioning, transforming the way our users engage with their customers and prospects."

The Vonage integration allows Broot.ai to set up new user access of local business numbers in the U.S., European and Asia Pacific markets, giving enterprises a local presence that builds trust and drives response rates. With centralised call data and metrics, Broot.ai users gain clear visibility into team activity and campaign performance,



and can make data-driven decisions faster.

“Vonage is committed to helping software innovators, like Broot.ai, create intelligent, scalable solutions for the modern enterprise - accelerating digital transformation through advanced programmable communications capabilities,” said Christophe Van de Weyer, President and Head of Business Unit API, Vonage. “By bringing real-time voice and easy number management directly into CRM workflows, Vonage is enabling enterprises to connect with customers faster and more effectively around the world.”

## About Vonage

Vonage, a part of Ericsson, creates technology that empowers enterprises and equips developers to lead in the next era of digital transformation. Its AI-powered platforms and tools enable new value creation and innovative customer experiences across mobile networks and the cloud.

The company's technology portfolio includes Network APIs, CPaaS, CCaaS, and UCaaS solutions. Trusted by enterprises across industries and embraced by developers around the world, Vonage is committed to reimagining every digital interaction.

Vonage is a wholly-owned subsidiary of Ericsson (NASDAQ: ERIC) and operates within Ericsson Group Business Area Global Communications Platform (BGCP). For more information, visit [www.vonage.com](http://www.vonage.com) and follow @Vonage.

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## About Broot.ai

**Broot.ai** provides innovative AI solutions that empower sales and marketing professionals in global enterprises by delivering actionable data insights to drive business growth. The platform helps organizations capture, organize, and enrich business contacts from networking events, digital channels, and existing databases into a unified system. With integrated communication capabilities such as VoIP calling, Broot AI enables teams to engage contacts more efficiently and strengthen professional relationships. Learn more at <https://www.broot.ai/>.

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