ToolGPA

NOVEMBER 2026

Karix

The Insider's Guide

Enterprise CPaaS for WhatsApp, RCS, SMS, email and voice messaging

Every plan, grade, refund rule and rival among SMS and chat marketing tools, read from Karix's own pages.

Made by Karix · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Karix's own pages, its app-store listings and our grades. Every fact in it is on Karix's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 2 of the 77 other SMS and chat marketing tools we grade

Karix is a communications platform for enterprises, described on its site as a Tanla Platforms company. It sells omnichannel messaging over WhatsApp, RCS, SMS, Truecaller, email and voice, plus a conversational suite with a campaign manager and conversation builder. It is aimed at large organizations, especially in India.

To get you started, here are **7 things to know about Karix**, taken from its own pages and our grades.

> **It's an enterprise service sold through sales, so expect onboarding and set-up rather than signing up and sending.**
>
> From our grade for ease of use

1 **Best for big firms sending WhatsApp, RCS and SMS in India**

Karix sells WhatsApp, RCS, SMS, email and voice messaging to large companies, mostly in India.

2 **It runs on Web**

Web.

3 **Omnichannel messaging suite**

Messaging over WhatsApp, RCS, SMS, email and voice, plus Truecaller, which the site describes as an exclusive partnership.

4 **Campaign Manager**

A tool in the conversational suite for planning and running outbound customer campaigns.

5 **Conversation Builder**

Builds two-way conversational flows, with AI-powered customer experience features listed alongside.

6 **A 1.6 GPA, above 2 of 77**

That is against the other SMS and chat marketing tools we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

To replace Karix you would be making the WhatsApp Business API, which Meta opens only through approved partners. That is not a weekend's work, with an AI app builder or without one.

Karix at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Karix	CATEGORY SMS & Chat Marketing
OUR GRADE 1.6 GPA, weak	

The report card

Best for big firms sending WhatsApp, RCS and SMS in India

Karix sells WhatsApp, RCS, SMS, email and voice messaging to large companies, mostly in India. But it publishes no prices, there's no free plan or trial, and everything starts with a demo call, so a small team has no way to check the cost before talking to sales.

TOOLGPA REPORT CARD — **Karix** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published anywhere, so there is nothing to set against the $36 middle of this category. A quote is the only way to find out.
Free plan and trial	F	Nothing free: no plan, no trial, and the site sends you to book a demo.
Features	C	WhatsApp, RCS, SMS, email and voice, plus a Campaign Manager and Conversation Builder. The listing gives little detail on what each one does, and the industry share claims on the site are the vendor's own.
Ease of use	C	No store rating on record. It's an enterprise service sold through sales, so expect onboarding and set-up rather than signing up and sending.
Platforms and integrations	C	Web only, with no integrations listed. A partner programme and a white-label app are offered, but nothing says what it plugs into.
Grade point average		Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Karix is for

- ✓ Fits if you run a large operation in India and want WhatsApp, RCS and SMS from one provider
- ✓ Works for banks, retailers and similar firms that already buy messaging through a sales process

Who it is not for

- ✗ Skip it if you want to see a price before you talk to anyone, as none is shown
- ✗ Not for you if you need a free plan or trial, because there isn't one
- ✗ Not for you if you're a small shop sending a few hundred texts, since it's built for enterprise volumes
- ✗ Watch out: the market-share claims on its site are its own and weren't checked

Good to know

Good for

- ✓ Large enterprises in banking, retail, healthcare and similar sectors sending high-volume messages
- ✓ Companies in India that want WhatsApp, RCS and SMS from one provider

Worth knowing

- ⓘ No prices are published; the site directs visitors to book a demo or connect with an expert.
- ⓘ It is an enterprise CPaaS sold through sales, not a self-serve app with a free plan or trial.
- ⓘ The site's industry share claims are the vendor's own and were not checked.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Karix's current pricing could not be confirmed from its own site.

"

Nothing free: no plan, no trial, and the site sends you to book a demo.

From our grade for free plan and trial

We could not confirm Karix's current prices from its own site, so this guide lists no plans. karix.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Enterprise CPaaS for WhatsApp, RCS, SMS, email and voice messaging. Here is what it does, as its own site describes it, and what it covers: AI features, marketing automation, sMS marketing, whatsApp messaging, chatbots.

> **WhatsApp, RCS, SMS, email and voice, plus a Campaign Manager and Conversation Builder.**
>
> From our grade for features

Omnichannel messaging suite

Messaging over WhatsApp, RCS, SMS, email and voice, plus Truecaller, which the site describes as an exclusive partnership.

Campaign Manager

A tool in the conversational suite for planning and running outbound customer campaigns.

Conversation Builder

Builds two-way conversational flows, with AI-powered customer experience features listed alongside.

Ads2Chat

Links advertising to chat conversations; the product is listed in the conversational suite.

Security product

Wisely ATP is listed as the company's security offering for messaging traffic.

Partner and white-label options

A partner program and a white-labelled application are offered for resellers and custom software.

Where it runs

Web

What it works with

Its own pages name no integrations.

Karix is made by Karix.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

2/77

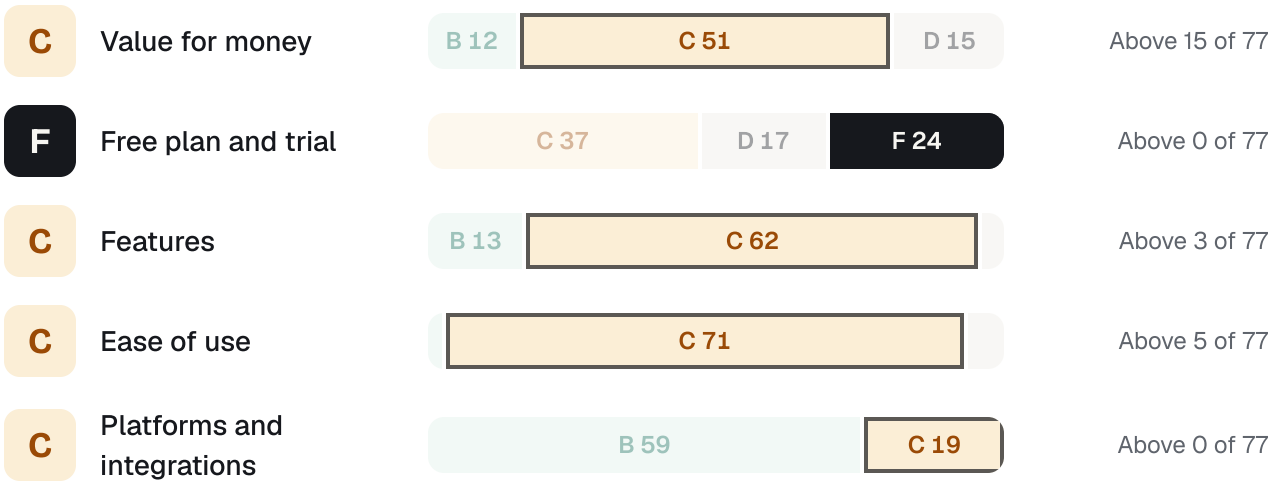
Other SMS and chat marketing tools it is graded above

Karix's GPA of 1.6 is higher than 2 of the 77 other SMS and chat marketing tools we grade, and level with 13.

It stands best on value for money (C, above 15 of 77) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. Karix's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Karix you would be making the WhatsApp Business API, which Meta opens only through approved partners. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 62 of the 77 other SMS and chat marketing tools grade higher.

What you could not

- ✕ The WhatsApp Business API, which Meta opens only through approved partners.
- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ Email sent in volume that still reaches the inbox.
- ✕ A chatbot builder hooked into the messaging apps.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Karix's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Gupshup, Infobip, Sinch, Clickatell and Haptik

The 5 tools Karix is most often weighed against, with where each one differs from it.

2.0 GPA

Gupshup

Paid

WhatsApp, RCS, SMS and voice messaging with AI agents.

- Gupshup also covers AI agents.

Karix and Gupshup compared in full

2.2 GPA

Infobip

Free trial

Omnichannel messaging platform with SMS, WhatsApp, RCS and AI agents.

Karix and Infobip compared in full

2.0 GPA

Sinch

Paid

Messaging, voice and email APIs plus campaign apps.

- Karix also covers marketing automation.
- Sinch also covers email campaigns.

Karix and Sinch compared in full



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Clickatell

Paid

Chat commerce platform and SMS APIs for large brands.

- Karix also covers marketing automation.
- Clickatell also covers workflow automation and AI agents.

Karix and Clickatell compared in full



1.6
GPA

Haptik

Paid

Enterprise AI agents for customer service on chat, voice and WhatsApp.

- Karix also covers marketing automation and sMS marketing.
- Haptik also covers shared inbox, AI support agent and dashboards.

Karix and Haptik compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

9

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Karix free?

No. Karix is a paid product.

What platforms does Karix work on?

Karix is available on Web.

Does Karix have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Karix is listed for Web.

Does Karix have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Karix is listed for Web.

Is Karix open source?

Karix is not described as open source on its own site, as read on Nov 13, 2026.

Who makes Karix?

Karix is made by a company of the same name.

What are the alternatives to Karix?

The closest alternatives to Karix in our directory are Gupshup, Infobip, Sinch, Clickatell and Haptik.

How does Karix compare with other SMS and chat marketing tools?

Karix's GPA of 1.6 is higher than 2 of the 77 other SMS and chat marketing tools we grade, and level with 13.

Could I make my own version of Karix?

To replace Karix you would be making the WhatsApp Business API, which Meta opens only through approved partners.

Where this guide comes from

The prices, plans, platforms and features were read from Karix's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Karix's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Karix. Prices change, so check karix.com before you buy.

karix.com/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Karix, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/karix

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Karix: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/karix
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Know someone choosing between SMS and chat marketing tools?

Send them this guide: toolgpa.com/tools/karix/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded SMS and chat marketing tools after Karix, each with an Insider's Guide of its own.

SMS & Chat Marketing Insider's Guide

Every one of the 78 SMS and chat marketing tools we grade, compared

Chatfuel Insider's Guide

AI chatbots for WhatsApp, Instagram and Facebook with a usage wallet

2.6 GPA

Interakt Insider's Guide

WhatsApp and Instagram marketing, inbox and chatbots for Indian brands

2.6 GPA

AiSensy Insider's Guide

WhatsApp API for broadcasts, retargeting and click-to-WhatsApp ads

2.4 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Karix's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Karix is a trademark of its owner, and this guide is not made, paid for or approved by Karix. Prices and plans change: check karix.com before you buy.