

# Kintsugi, the AI-Powered Tax Automation Platform for E-commerce and SaaS Companies, Secures Strategic Investment from Vertex Inc.

*Leading tax technology provider backs innovative startup transforming tax compliance*

SAN FRANCISCO, April 30, 2025 /PRNewswire/ -- Kintsugi AI, a cutting-edge tax automation platform, announced today a strategic backing from Vertex Inc. This investment will accelerate Kintsugi's product development and market expansion, bringing innovative compliance solutions to more businesses across the United States and international markets.

Kintsugi has become the fastest-growing startup in the tax automation space by offering a solution that reduces tax preparation time by 75% and compliance costs by 50% compared to traditional methods. The company's AI-driven platform seamlessly integrates with revenue sources like Stripe and QuickBooks to automate tax calculations, filings, and compliance monitoring across multiple jurisdictions.

"We're excited to partner with Vertex, the trusted global leader in tax technology," said Pujun Bhatnagar, CEO of Kintsugi. "Vertex's strong brand, proven expertise, and deep partnerships will enable us to accelerate our roadmap and expand our market presence both in the US and internationally. We're enthusiastic about the opportunities ahead."

Vertex's investment comes as businesses are increasingly seeking more efficient, cost-effective solutions for managing their tax obligations. Kintsugi's platform has resonated particularly well with finance leaders and tax professionals who struggle with the complexity of multi-state tax compliance, changing regulations, and resource constraints.

"Our strategic backing of Kintsugi reflects our confidence in the future of AI-enhanced tax solutions," said Chirag Patel, Chief Strategy Officer, Vertex. "Kintsugi's advanced AI platform empowers small and mid-size e-commerce companies to manage tax complexity more efficiently, ease compliance challenges and better control tax risk. Together, we are shaping the future of tax technology."

The investment will enable Kintsugi to enhance its revolutionary mail monitoring system, expand its integration capabilities, and strengthen its support for international markets including Canada and Europe. The company plans to grow its team while maintaining its commitment to exceptional customer service and transparent pricing—key differentiators that have driven customer acquisition from competitors.

The tax automation market is expected to grow substantially as businesses face increasing compliance complexity and seek more efficient solutions. With this investment, Kintsugi is well-positioned to capture market share and continue its innovation in the space.

## About Kintsugi

Kintsugi provides an AI-powered tax automation platform that transforms complex tax management into a streamlined, automated process. By leveraging artificial intelligence and seamless integrations, Kintsugi reduces preparation time, compliance costs for e-commerce and SaaS businesses. The company offers transparent pricing, exceptional customer service, and advanced capabilities for multi-state and international tax compliance. Learn more at [www.trykintsugi.com](http://www.trykintsugi.com).

## About Vertex Inc.

Vertex, Inc. is a leading global provider of indirect tax solutions. The Company's mission is to deliver the most trusted tax technology enabling global businesses to transact, comply and grow with confidence. Vertex provides solutions that can be tailored to specific industries for major lines of indirect tax, including sales and consumer use, value added and payroll. Headquartered in North America, and with offices in South America and Europe, Vertex empowers the world's leading brands to simplify the complexity of continuous compliance.

For more information, visit [www.vertexinc.com](http://www.vertexinc.com).

SOURCE Kintsugi AI

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