

Tanla powers 3G Mobile Video Portal for Reliance

Hyderabad, India, February 23, 2011: Tanla Solutions [BSE: 532790 | NSE: TANLA], the leading provider of next-generation Telecom solutions and Mobile value added services (MVAS) today announced the implementation of its 3G video platform with a suite content services including ongoing world cup cricket match videos for all Reliance 3G mobile subscribers across their presently live 6 circles in India. Reliance 3G subscribers can now access these services by dialing a video call to 58000 from their handsets.

With the launch of 3G video platform Reliance can now deliver rich multimedia content to their subscribers including fashion, regional, hollywood and bollywood movies, devotional videos, sports, lifestyle and animation including the ongoing cricket match videos with feature-rich and personalized video interactivity.

Tanla's 3G platform is a comprehensive media application platform that enables operators, application service providers and content providers to extend video based services to 3G users and broadband IP networks. The platform also supports real-time 3G media streaming and has multiple interactive applications like Video Chat, Video Blogging, Video Mail and many others.

Speaking on the occasion, **Satish Kathiriseti**, CTO, Tanla Solutions said "The Tanla platform is interfaced directly to the 3G network of the operator or can work behind an external third party 3G gateway capturing user inputs/selections via DTMF. Features like multiple protocol support and administrator interface for effective content management make it a beneficial proposition for the operators. Our 3G infrastructure capabilities and content delivery mechanisms including scalability, SIP connectivity and efficient campaign management systems among others made Reliance choose us as their partners for deploying this platform for its large subscriber base".

"Tanla is proud to be associated with Reliance as the platform of choice for delivering high quality video content over the 3G network including cricket updates. This speaks volumes about our 3G infrastructure capabilities and content delivery mechanisms. We will ensure that all Reliance subscribers have a seamless and integrated user experience on their 3G handheld devices across the country" said **Uday Reddy**, Chairman and Managing Director, Tanla Solutions Limited.

About Tanla

Tanla Solutions founded in the year 1999 is a Hyderabad based Indian company providing telecom solutions to Mobile Operators, Hand set Manufacturers, Content aggregators, ISVs and Media companies globally. With over 100 customers in 32 countries, Tanla provides solutions in the areas of Voice, Video, Messaging, Application/ Content Licensing and Mobile Payments and is the first company to launch 3G VAS services in India.

Tanla Mobile Payment Gateway is connected with more than 100 mobile operators and processes mobile payments in over 160 countries through operator, credit/ debit card billing. Leading content aggregators, ISVs and hand set manufacturers use Tanla's mobile payment gateway to market their applications/ content globally. Tanla's License Manager is embedded in more than 300 million smart phones globally. Located in 9 countries, Tanla employees more than 300 telecom professionals and is listed in the BSE and NSE in India. For more information, please visit <http://www.tanla.com>

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