



Tanla Platforms Limited
(Formerly known as Tanla Solutions Limited)
Tanla Technology Center
Hi-tech city Road, Madhapur,
Hyderabad, India - 500081
CIN: L72200TG1995PLC021262

T: +91-40-40099999
info@tanla.com
www.tanla.com

December 7, 2021

To,

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001 Scrip Code: 532790	National Stock Exchange of India Ltd. “Exchange Plaza” Bandra-Kurla Complex, Bandra (East), Mumbai - 400 051 Symbol: TANLA
---	---

Dear Madam/Sir,

Sub: Press Release

Ref: Intimation under Regulation 30 of the SEBI (LODR) Regulations, 2015

With reference to the subject cited, we are enclosing herewith Press Release titled: *Tanla and Vi sign partnership to deploy patented block-chain enabled Wisely Platform to manifold increase ROI for global enterprises* dated December 7, 2021.

This is for your information and necessary records.

Yours faithfully,

For **Tanla Platforms Limited**
(Formerly known as Tanla Solutions Limited)




Seshanuradha Chava
General Counsel and Chief Regulatory Officer
ACS-15519



Tanla and Vi sign partnership to deploy patented block-chain enabled Wisely Platform to manifold increase ROI for global enterprises

Hyderabad, India – December 7, 2021: Tanla, a leading CPaaS provider and Vodafone Idea Limited (Vi) today announced a partnership wherein Tanla will be the exclusive provider of solutions to secure, encrypt and enhance performance for the entire international messaging traffic on the Vi network.

*India's international messaging market is estimated to be ~ INR 3500 crores annually.

This partnership centred on Wisely - a cloud-based platform co-developed with Microsoft, is set to lead the global enterprise market in digital interactions and is expected to go-live in Q4 21-22. This follows the success of 'TRUBLOQ' - the largest implementation of block chain use case processing ~350 Bn transactions per year.

"Our partnership with Vi, powered by Wisely platform, is a massive step forward to lead the global digital interactions space. Wisely platform is a win-win proposition for all stakeholders – consumers, global enterprises, suppliers, and regulators, as we are committed to innovate with the entire ecosystem in mind. I am confident this partnership will help expand our global footprint by addressing the needs of global enterprises not just in India but across the world." said Uday Reddy, Founder Chairman & CEO of Tanla Platforms Limited. "It gives me great inspiration to expand our long-standing partnership with Vi in our joint pursuit to move all digital interactions to a secure and trusted platform."

"Vi Business is focussed at providing technology-based solutions to enterprises enabling digital transformation, productivity and efficiency enhancement. We are the early adopters of Wisely Platform from Tanla which brings critical capabilities for our enterprise customers. Over the years, our partnership with Tanla has had a great record of success and has enabled us to serve our customers better." said Arvind Nevatia, Chief Enterprise Business Officer of Vodafone Idea Limited. "We look forward to building on our partnership and ensuring we are ahead of the curve in the business communication space."

Wisely offers a digital marketplace bringing together enterprises and suppliers connected by secure express routes and Microsoft's global network, enabled by Tanla's patented cryptographic technology. The platform powered by block chain ensures complete transparency and a single source of truth resulting in immutable audit trails and zero dispute settlements. Further, the platform will ensure compliance to all applicable regulations.

The Wisely platform is designed to deliver a manifold increase of ROI and conversions for global enterprises. These enterprises include large tech giants as well as OTT players amongst others. They will benefit from flexible business models and can develop bespoke solutions to help achieve their strategic priorities. Furthermore, Wisely will deliver enhanced experience for millions of mobile users in India through timely delivery of mission critical messages, also ensuring data security and data privacy.

Tanla and VIL are confident that this expansion of their long-standing relationship will reimagine the future of the messaging industry in India.

*Messages originating outside India and terminating in India



About Tanla

Tanla transforms the way the world collaborates and communicates through innovative CPaaS solutions. Founded in 1999, it was the first company to develop and deploy A2P SMSC in India. Today, as one of the world's largest CPaaS players, it processes more than 800 billion interactions annually and about 63% of India's A2P SMS traffic is processed through Trubloq, making it the world's largest Blockchain use case. Wisely, our patented enterprise grade platform offers private, secure, and trusted experiences for enterprises and mobile carriers. Tanla is headquartered in Hyderabad. Tanla is listed on two national exchanges, the NSE and BSE, (NSE: TANLA; BSE:532790), and included in prestigious indices such as the Nifty 500 and BSE 500, FTSE Russell and MSCI.

About Vodafone Idea Ltd.

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G and 4G platform and has a 5G ready network. With the large spectrum portfolio to support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on ground presence. The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. The company offers products and services to its customers in India under the TM Brand name "Vi".

Contacts

Tanla Platforms Limited
Chandra Sekhar. K
Head - Media relations
chandrasedkhar.k@tanla.com