



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

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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
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Dear Madam/Sir,

Sub: Press Release w.r.t. announcements of partnership between Karix Mobile Private Limited and Truecaller to offer Business Caller ID Solutions to enterprises.

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

With reference to the subject cited, we are enclosing herewith Press Release w.r.t. announcements of partnership between Karix Mobile Private Limited, Wholly-owned Subsidiary of Tanla Platforms Limited and Swedish Caller ID firm Truecaller to launch the Verified Business Caller ID solutions for enterprises to enrich the user experience by fostering a communication ecosystem built on trust and safety.

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

Karix mobile and Truecaller announce partnership to offer Business Caller ID Solutions to enterprises

- Creating a trusted and safe communication ecosystem
- Improved brand visibility enhanced brand identity
- Better call pick-up & response rates, improved efficiency of communication
- Empowering users to identify trusted brands & benefit from timely service

Hyderabad, India – 24 June 2021: Karix Mobile, a wholly-owned subsidiary of Tanla Platforms Limited, India's largest CPaaS provider, and Swedish Caller ID firm Truecaller announced their partnership to launch the Verified Business Caller ID solutions for enterprises to enrich the user experience by fostering a communication ecosystem built on trust and safety. Enterprises in India can now leverage this solution to connect better with customers over voice calls through increased brand visibility, identity, and credibility.

With Truecaller Business Caller ID, Karix Mobile's customers will bear a verified business badge and a verified icon when calls are placed to their end-users. In addition, the appearance of the brand logo and brand name on the handset will help enterprises identify themselves and facilitate improved service delivery when they connect with their users. The configuration of these features into voice calls will also help brands gain insights into the health of their call workflow.

Deepak Goyal, Chief Business Officer, Tanla Platforms Limited said, "Our partnership is the coming together of two of the world's most trusted names – Karix and Truecaller - in the enterprise to consumer communication ecosystem. The partnership is an extension of our commitment to provide purposeful, timely, and verified engagements to enterprises and their consumers."

"The Truecaller Business Caller ID solutions will not only help enterprises improve the efficiency of their communication but also help end-users avail services by identifying the calls placed as genuine and important. On a real-time basis, enterprises will be able to establish their brand's trustworthiness, improving their customers' overall consumer experience," **Deepak added.**

Enterprises attempt to reach out to millions of users each day to service, transact and interact with their customers. However, increasing instances of fraud and spam discourage users from answering calls, thereby, leading to a loss of customer delight, business opportunities, and revenue. With Truecaller Business Caller ID, enterprises can increase their customer outreach and service efforts. This results in improved response rates, driving higher customer satisfaction and call efficiency. For end users, the risk of falling prey to fraud, scams, or phishing is significantly reduced.

"Truecaller Enterprise has been set up with the goal of developing solutions for businesses that will not only increase the efficiency of their communications but also enhance their brand reputation and deliver considerable value and safety to consumers as a fraud prevention tool. With Truecaller Enterprise Solutions, our reseller partners will play a critical role in facilitating productive communication for both end-users and companies. With Karix Mobile's strong market presence and reach, they will play a critical role in expanding our business together and delivering tremendous value for end customers with the enterprise ecosystem." said **Priyam Bose, Global Head, GTM at Truecaller Enterprise.**

About Tanla

Tanla Platforms Limited (NSE: TANLA; BSE:532790) 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, Tanla processes more than 800 billion interactions annually and about 60% of India's A2P SMS traffic is processed through its distributed ledger platform-Trubloq, making it the world's largest Blockchain use case. Tanla touches over a billion lives carrying mission critical messages meeting the needs of the world's largest customers. Tanla Platforms Limited is headquartered in Hyderabad, India and is expanding its presence globally.

About Truecaller

We enable safe and relevant conversations between people and make it efficient for businesses to connect with consumers. Fraud and unwanted communication are endemic to digital economies, especially in emerging markets. We are on a mission to build trust in communication. Truecaller is an essential part of everyday communication for over 280 million active users, with half a billion downloads since launch and 30 billion unwanted calls identified and blocked. Headquartered in Stockholm, since 2009, we are a co-founder-led, entrepreneurial company, with a highly experienced management team.

Media Contact:

For further information, please contact:

Deepika Amirapu

Email: deepika.amirapu@tanla.com

Phone: +91 900 099 9082