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Tanla expands management team to add firepower to its cloud communication offerings

Appoints new CMO, CTO and CHRO

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Leading cloud communications provider Tanla Solutions Ltd. (NSE: TANLA / BSE: 532790) strengthens its focus in 4 key areas of Platforms & Products, Customer Success, Brand, & Talent which are imperative for the growth of the organisation. In line with the vision, Tanla welcomes Balaji Kesavaraj, Harish Arora and Preetham Singh to the leadership team this month. Balaji Kesavaraj takes charge as the Chief Marketing Officer, Harish Arora as the Chief Technology Officer and Preetham Singh as the Chief Human Resources Officer.

“We are excited to welcome three industry pioneers in marketing, technology and human resources as our CXOs”, says Uday Reddy, CEO of Tanla. He continues, “As Tanla moves towards a hyper-growth phase, our new CMO, CHRO and CTO will drive immense value across the organisation and bring in global processes and systems. We are also looking forward to actualizing our vision of becoming a holistic platform company under the new leadership.”

“Balaji is an industry recognized marketer with an innovative mindset and has deep insights working with other Platform and product organisations. We look forward to his expertise in making Tanla a global platform brand” states Uday Reddy. Balaji comes with over 2 decades of experience in building global brands, Platform evangelism & B2B marketing. At Tanla, he will be responsible for driving brand visibility at a global scale. His expertise in business strategy and transformation will be crucial in expanding the presence of the organisation in old and new markets. Balaji Kesavaraj was the Head of Marketing for India at Autodesk in his most recent stint and brings with him marketing experience across global organizations like Ogilvy, Cisco and Microsoft, which will help him further accentuate Tanla’s efforts in making Tanla a global leader in the cloud platform space. He is also equally excited about the new role; “Tanla has immense potential to grow, and I’m inspired and excited to contribute to the growth & making Tanla a global brand”, he mentions.

Tanla is exploring new territories to realise its mission to become a world-class platform company, and the new CTO Harish Arora is the right fit to lead the company in this journey. He has 26 years of experience in the Software & Product development Industry, panning across organisations like NetApp, Dell, SUN Microsystems and Wipro. His knowledge in the areas of Cloud computing, Artificial Intelligence, Hybrid Cloud Data Protection, Data Mobility, Compliance, & Encryption will play a significant role in scaling up Tanla as a global platforms & products company. CEO Uday Reddy expressed his confidence in Harish to bring out cutting-edge technologies from Tanla to harvest the true potential of cloud communications. “I joined Tanla to build a Simple, Intuitive and yet powerful Cloud Communications Platform that enables enterprises to deliver delightful experiences to their customers.” Says Harish.

As Tanla gears up for a growth spurt, it is imperative to ensure the acquisition and retention of best-in-class talent. The organisation has appointed Preetham Singh to tackle this task. “I have total trust in Preetham to strengthen the culture & employee power of Tanla. he is a purpose-driven leader, with a deep passion for developing people and building a strong culture of diversity, inclusion, and belonging. Preetham will keep us best-in-class by ensuring the best talent work at Tanla” says Uday. Preetham brings with him over 2 decades of experience in the IT Industry, across organisations like Bosch, Virtusa, Barclays Technology Centre (India), and most recently with HSBC Software Development (India) in multiple regional & global roles. “To be a part of a hyper growth company that has a high focus towards its culture & core values will be brilliant opportunity to take Tanla to the next level of growth” says an excited Preetham.



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About Tanla

Tanla is a Hyderabad, India, based company, established in 1999. It is a largest Cloud Communication Company, handling over 200 billion business communications annually. Tanla is innovating the way the world communicates, continuously raising the bar through enhanced speed, ease, and simplicity of Cloud Communication solutions, adopting cutting-edge technologies like blockchain, Artificial Intelligence, Machine Learning to meet the discerning needs of a diverse clientele, from enterprises to carriers across geographies. Tanla is working with all leading Telcos in India creating India's first Telecom Blockchain Network. Tanla is a public limited company listed on leading Indian stock exchanges (NSE: TANLA & BSE: 532790)

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This release might contain 'forward-looking statements' that are based on our current expectations, assumptions, estimates and projections about Tanla Platforms Limited (the "Company"), our industry, economic conditions in the markets in which we operate, and certain other matters. Those statements include, among other things, the discussions of our business strategy and expectations concerning our market position, future operations, margins, profitability, liquidity and capital resources. These statements are subject to known and unknown risks, uncertainties and other factors and they depend on future events and circumstances. Such statements do not guarantee future results or development and the actual results or outcomes may differ materially from those implied by the forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, fluctuations in foreign exchange rates, our ability to manage growth, intense competition in the services provided by the Company, including those factors which may affect our cost advantage, wage increases, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which the Company has made strategic investments, withdrawal or expiration of governmental fiscal incentives, political instability and regional conflicts, regulatory changes, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. In light of these and other uncertainties, you should not conclude that the results or outcomes referred to in any of the forward-looking statements will be achieved. All forward-looking statements are based on information available to us on the date hereof, and we do not undertake to update these forward-looking statements to reflect future events or circumstances unless required to do so by law.

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