

PEL/2025-26/37

August 19, 2025

The Secretary  
National Stock Exchange of India Limited  
Exchange Plaza, 5th Floor, Plot no. C/IG Block  
Bandra-Kurla Complex Bandra (E)  
**MUMBAI - 400 051**

**Scrip Code: PELATRO**

Dear Sir/Madam,

**Sub: Disclosure pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

Pursuant to Regulation 30 read with Para B of Part A of Schedule III of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), we wish to inform that Pelatro has been chosen by a telco group in Africa to deploy mViva Campaign Management Solutions in their networks in three countries.

The details as required under Regulation 30 of Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023, is enclosed as "Annexure A" along with a brief about Pelatro.

Kindly take the same on record.

Thanking you.

Yours sincerely,

**For Pelatro Limited**



**Khushboo Sharma**  
**Company Secretary and Compliance Officer**

*Encl: as above*

### **About Pelatro**

Pelatro, a global leader in customer engagement solutions for enterprises in the telecom sector, offers mViva Customer Engagement Hub which includes Campaign Management Solution, Loyalty Management Solution, Customer Data Platform, Unified Communication Solution and Data Monetization Solution. Pelatro also provides a variety of services covering business operations, business consulting and IT operations. Pelatro's patented technology enables it to deliver advanced capabilities which can be leveraged by the enterprises to meet their objectives of increasing revenue and reducing churn while deepening their engagement with their customers.

Pelatro employs bleeding edge technologies like GenAI, Agentic AI, Reinforcement Learning and a variety of other AI/ML technologies thereby making its platform highly intelligent and user friendly. These technologies, coupled with a flexible and yet sturdy architecture, renders the mViva Customer Engagement Hub highly effective in identifying behavioral patterns, usage patterns etc. to target customers in a contextual, relevant and personalized manner in real time.

Pelatro serves several large global telco groups across scores of countries in Asia, Middle East, Africa and Latin America from its offices in India, Singapore, Russia and Colombia.

**Annexure-A**

Sl. No.	Particulars	Details
1.	Name of the entity awarding the order(s)/contract(s);	Leading Telecom companies in Asia.
2.	Significant terms and conditions of order(s)/contract(s) awarded in brief;	The orders are to deliver various changes to the campaign management solution supplied by Pelatro to improve the capabilities of the campaign management solution.
3.	Whether order(s) / contract(s) have been awarded by domestic/ international entity;	International Entities.
4.	Nature of order(s) / contract(s);	The orders are to deliver various changes to the campaign management solution supplied by Pelatro to improve the capabilities of the campaign management solution.
5.	Whether domestic or international	International.
6.	Time period by which the order(s)/contract(s) is to be executed	Over the next 6 to 8 months.
7.	Broad consideration or size of the order(s)/contract(s);	Approx INR 3.5 crores over the next 6 to 8 months.
8.	Whether the promoter/ promoter group / group companies have any interest in the entity that awarded the order(s)/contract(s)? If yes, nature of interest and details thereof	No.
9.	Whether the order(s)/contract(s) would fall within related party transactions? If yes, whether the same is done at “arm’s length	No.