



 **Tanla Platforms Limited**
Tanla Technology Centre,
Madhapur, Hyderabad,
Telangana, India - 500081
CIN: L72200TG1995PLC021262

 +91-40-40099999
 91-40-23122999
 info@tanla.com
 www.tanla.com

Date: April 24, 2025

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: Letter to Shareholders for quarter and year ended March 31, 2025

With reference to the subject cited, we are enclosing herewith Letter to Shareholders for quarter and year ended March 31, 2025.

Request you to take the same on record and oblige.

Thanking you

Yours faithfully,
For Tanla Platforms Limited

 Digitally signed by
SESHANURADHA
CHAVA
DHA CHAVA Date: 2025.04.24
20:34:34 +05'30'

Seshanuradha Chava
General Counsel and Company Secretary
ACS-15519



BUSINESS REVIEW

Shareholders' Letter and Results
Q4 FY25 & Full Year FY25



Captured at the heart of transformation

Tanla's Board of Directors at the Innovation & Experience Centre.

(From left to right: Row 1 - François Ortalo-Magné, Deepak Goyal, Uday Reddy, Rahul Khanna || Row 2 - Naiyya Saggi, Sanjay Kapoor, Dr. RS Sharma)

TABLE OF CONTENTS

Financial Performance 03

Revenue grew by 2.4% QoQ in Q4FY25. ₹1,715 Mn generated in free cash flow (146% of PAT). Cash reserves crossed ₹10Bn milestone.

Message from Chairman 04

Our vision to stay ahead of trends has created greenfield opportunities to build scalable platforms. We launched our Messaging as a Platform (MaaP) for RCS in India and signed two additional telco partnerships outside the country.



Management Discussion Q&A 10

Q1. How was the business performance in Q4 and full year?

OTT business contributed 29.2% for the quarter, growing over 31% sequentially.

Quarterly Disclosures 13

Policies 24

Deep-Dive Charts 24

About Tanla

Through Tanla Platforms Limited's cloud communications technology, over 2,000 global enterprises deliver billions of critical customer interactions daily – from vital banking alerts to life-saving healthcare notifications. Our secure platforms don't just connect; they transform relationships, enabling businesses to create trusted, personalized experiences for millions of end-users worldwide. By championing communication security and fighting digital fraud, we protect both enterprises and their customers, ensuring every interaction builds trust. Experience how we're revolutionizing communication outcomes at www.tanla.com.



Financial Performance Q4 FY25

Revenue

₹ 10,244 Mn

2.4% Growth

PAT

₹ 1,173 Mn

PAT margin 11.5%

Gross Profit

₹ 2,588 Mn

Gross margin 25.3%

EPS

₹ 8.74 Per Share

EBITDA

₹ 1,635 Mn

EBITDA margin 16.0%

Cash and Cash equivalents

₹ 10,085 Mn

FY25

Revenue

₹ 40,277 Mn

grew 2.5% YoY

PAT

₹ 5,073 Mn

PAT margin 12.6%

Gross Profit

₹ 10,507 Mn

Gross margin 26.1%

EPS

₹ 37.76 Per Share

EBITDA

₹ 6,908 Mn

EBITDA margin 17.2%

Cash and Cash equivalents

₹ 10,085 Mn

Significant Events

- Partnered with two overseas telcos for the first international deployment of MaaP Platform for RCS
- In line with our 30% dividend payout policy, the Board has approved an interim dividend of ₹6 per share
- Won the 15th Aegis Graham Bell Award for Innovation in Telecom for our CPaaS solutions
- Featured on the Roll of Honor Disclosures at CFO 100 Winning Edge
- Received the Commendation Award for Corporate Governance from the Indian Chamber of Commerce
- Recognized among the Best Organizations for Women by ET Edge

Our strategic investment in OTT is delivering results. We have signed two international contracts to deploy our MaaP platform. With over ₹5 Bn in free cash flow this year, we remain focused on disciplined capital allocation and long-term value creation.

- Uday Reddy, Founder Chairman & CEO

Invitation to conference

Tanla will host a conference call and live webcast to discuss the financial results on April 25, 2025 at 4.00 PM IST. Watch the presentation at <https://bit.ly/43SW2kv>

India : +91 22 6280 1137 / +91 22 7115 8038

Hong Kong : 800964448

United Kingdom : 08081011573

Singapore : 8001012045

United States : 18667462133

Message from Chairman

"FY25 was a year of resilience for Tanla. We delivered 2.5% revenue growth, generated over ₹5 Bn in free cash flow, and crossed the ₹10 Bn milestone in cash reserves. Our vision to stay ahead of trends has created greenfield opportunities to build scalable platforms. We launched our Messaging as a Platform (MaaP) for RCS in India and signed two additional telco partnerships outside India. Innovation is in our DNA, and our ability to create and monetize platforms at scale has been recognized by the largest innovation awards in India. We continue to build business with disciplined capital allocation and have returned ~ ₹8 Bn to shareholders over the past five years through dividend and buybacks.

Let me now share my views on industry trends.

Industry Trends

India's digital communication ecosystem is seeing an interesting shift, driven by a surge in internet penetration and the exponential rise in digital transactions with over 16 billion UPI transactions per month. NLD SMS continues to grow in the mid-teens on the back of transaction growth, while ILD volumes are shrinking by 30% YoY. This softness is offset by growth in OTT, led by WhatsApp Business Messaging ~650 million users, ~4 billion monthly message volumes. RCS, despite being a late entrant, is growing swiftly and is establishing itself as a high-ROI channel and is scaling twice as fast as WhatsApp but faces

challenges due to Android and iOS incompatibility and lack of a unified industry code of conduct.

In line with the industry shift, our OTT channel has grown 2x, and we are well poised to lead this space.

Digital Platforms

On a YoY basis, we were able to offset the impact of the VI ILD network deal and deliver 4.8% gross profit growth in Q4. This growth was led by our MaaP platform and Wisely ATP. Our MaaP platform has started to scale substantially over the last two quarters, reaching a monthly volume of ~2 billion messages with over 50+ marquee enterprises. We signed two contracts with telcos outside India for MaaP, expected to go live in Q1 FY26.

We have delivered 15+ innovations and enhancements across our platforms over the past five months. For instance, Wisely ATP's takedown as a service collaborates with our partner ecosystem to swiftly bring down fraudulent links. Our innovations are a result of not just cutting-edge technology, but also the strength of our people. We are constantly upgrading our talent to be the best in the world and are building a world-class AI/ML team.

Enterprise Business

Our enterprise business revenue grew by 1.6% YoY and 2.8% QoQ. We have delivered sequential growth on the back of growth in the OTT space, which contributed ~29.2% of our consolidated revenues in Q4 as against 18.2% in Q4 FY24. On WhatsApp, we continue to make strong headway with our quarter annualized run-rate crossing ~₹7 Bn. RCS is also gaining traction and adoption.



We added over 400 new customers for the year with over a third of them on OTT channels. It excites me to see how OTT space continues to evolve.

Way Forward

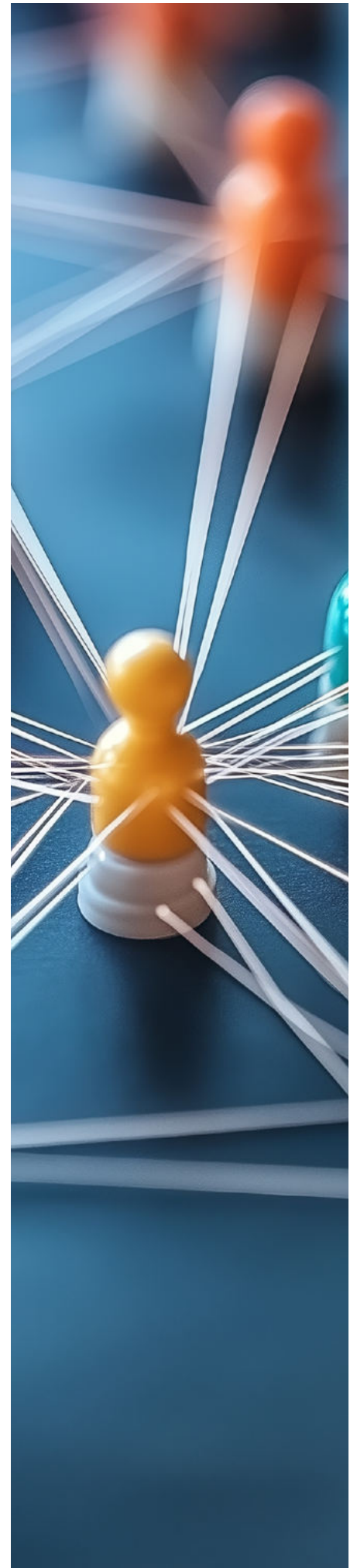
As we reflect on FY25, we have made significant strides in the strategic priorities we charted out at the beginning of the year. We have adapted to market complexity, innovated at scale, and led responsibly. FY26 will continue to focus on going global, attaining leadership in OTT, and scaling our platform business.

I thank all our employees, customers, partners, and shareholders for your continued trust and belief in Tanla.

Let's keep pushing boundaries—together."



Uday Reddy
Founder Chairman & CEO



Tanla Talks

How is WhatsApp reshaping business communication?

WhatsApp has transformed business communication by enabling interactive, two-way conversations. Over 50 million small and medium businesses globally use WhatsApp Business to engage with customers, making it a highly adaptable platform across various industries. In India, with over 500 million active users, it has become one of the most accessible customer touchpoints.

Can you share a standout use case of WhatsApp?

The Chennai Metro ticketing system is a notable example. Commuters can book tickets directly via WhatsApp without needing an app, with over 50,000 tickets booked monthly. This system offers convenience, reduces operational costs, and supports paperless transactions. Another example is a one of the leading bank, which uses WhatsApp for account updates, loan information, and customer support, enhancing engagement with millions of customers.

Which industries have adopted WhatsApp most widely?

WhatsApp is widely adopted across retail, BFSI (Banking, Financial Services, and Insurance), travel, healthcare, automotive, and education

sectors. For instance, over 75% of retail brands in India use WhatsApp for order tracking, loyalty programs, and promotional campaigns. The government sector has been slower to adopt due to legacy systems and bureaucratic processes.

hyper-personalized experiences on WhatsApp. Over 70% of consumers are more likely to engage with brands that send personalized messages. WhatsApp supports dynamic product recommendations, personalized offers, and multilingual support integrated through CRM and MarTech tools, making conversations more contextual and relevant.

What is the ROI that businesses typically achieve using WhatsApp?

Businesses typically see 6–7x higher returns using WhatsApp compared to traditional communication channels like SMS or email. Some retail brands have reported conversion rate uplifts of over 20% and customer re-engagement rates upwards of 30% through WhatsApp-based campaigns.



Voice-based interactions on WhatsApp are expected to surge, especially in rural and regional markets in India. Messaging will become byte-sized, visual, and deeply integrated with AI to handle queries, purchases, and post-sale service—all within one thread. It's exciting to see these trends play out.

Sonia Kaul

Senior Vice President - Product Marketing

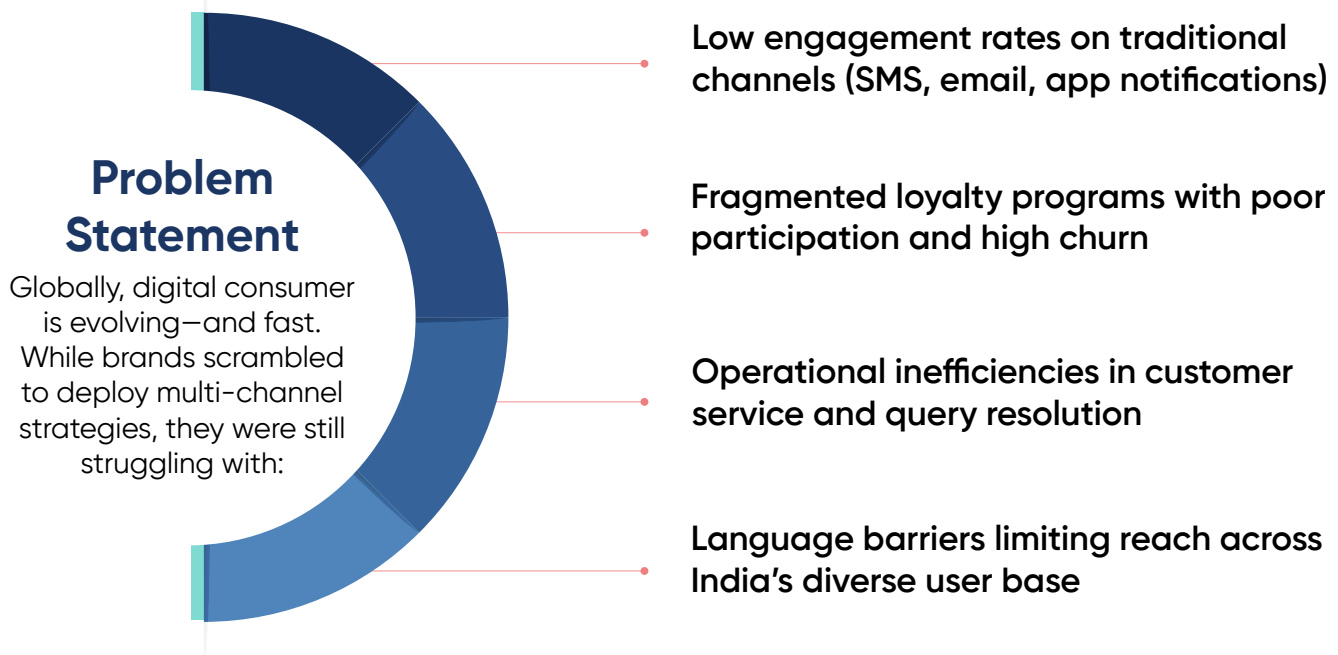


How are customer experiences on WhatsApp being personalized?

Generative AI is enabling businesses to create

Case Study

From Conversations to Conversions: How WhatsApp Became the Engagement Engine for Leading Brands Globally



Retailers, consumer brands, and real estate giants alike were seeking one scalable, trusted, and intuitive channel that could solve for reach, personalization, and responsiveness—without requiring users to download new apps or learn new behaviors.

Value Proposition

WhatsApp—India's most-used messaging platform with over 500 million active users—emerged as the clear solution.

Tanla, through its WhatsApp Business API implementation and proprietary chatbot engine, enabled a seamless integration of this channel into brand ecosystems—delivering hyper-personalized, multilingual, and automated journeys that delighted customers and delivered measurable results.

Why WhatsApp?

- **Universal familiarity:** 90%+ smartphone users in India already use it daily
- **Frictionless UX:** No learning curve, no downloads, no app fatigue
- **24x7 availability:** Automated responses, anytime service
- **Rich media capability:** From videos to QR codes to carousels
- **Trust & security:** End-to-end encrypted, verified business accounts



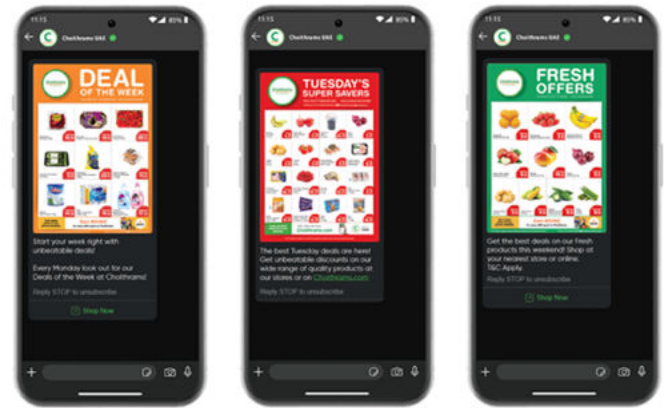
Solution

Tanla rolled out WhatsApp-led engagement across three high-impact use cases for different sectors:

Retail Loyalty & Promotions

A regional supermarket chain deployed WhatsApp to digitize its loyalty program across 250+ outlets.

- Customers opted in via QR code at checkout
- Received offers, earned points, and tracked rewards—all within chat
- Local-language promotions drove 45% higher campaign participation



FMCG Consumer Engagement

A health-focused personal care brand used WhatsApp to amplify product stickiness and repeat purchases.

- QR code scanning on packs led to product registration on WhatsApp
- Chatbot-driven health quizzes and refill reminders
- OCR-enabled bill uploads drove 80,000+ coupon redemptions in 3 months
- Loyalty participation increased by 50%, with 25% uplift in repeat purchases

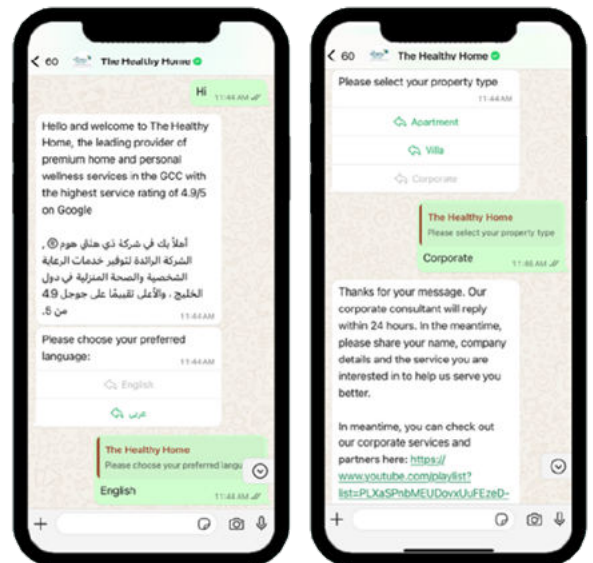
Real Estate Buyer Communication

A leading developer automated buyer communications post-sales using WhatsApp.

- Construction updates with images and timelines
- Live chat for grievances, site visit scheduling, and documentation queries
- Over 100,000 messages exchanged in under 4 months

Helped achieve a 40% reduction in support calls and 20% improvement in customer satisfaction scores

Campaigns were powered by Chatbot intelligent routing, NLP capabilities, multilingual flows (covering 6+ Indian languages), and deep integration with CRMs, billing systems, and backend databases.



Customers' response to this change confirmed our expectations and boosted our confidence. Many walked into stores asking about updates on WhatsApp and checking if they had missed any offers.

Natasha Ghosh, Marketing Manager, GCC, Choithrams



Results

Tanla rolled out WhatsApp-led engagement across three high-impact use cases for different sectors:

5 million+ cumulative interactions across all campaigns

90%+ response rate to WhatsApp messages vs. 10–15% on traditional channels

3x higher campaign conversion rate compared to SMS/email

Deployed in 6 languages, reaching users in Tier 1, 2, and 3 markets

15–20% improvement in customer retention attributed to personalized nudges and loyalty automation

2x faster ticket resolution through automated chats and real-time support

50% increase in loyalty redemptions via in-chat couponing

Enabled at over **1,800** retail outlets and fuel stations

Conclusion

WhatsApp is no longer just a messaging app—it's a business command center.

With Tanla's enterprise-grade deployment and smart automation layers, brands reimaged how they talked to customers:

- Not in push notifications, but in conversations
- Not through forms, but through friendly, contextual chat flows
- Not by asking customers to adapt, but by meeting them where they already were

From grocery shelves to home buying to personal care routines, WhatsApp powered by Tanla is reshaping how India engages—one chat at a time.



Tanla has proven to be an exceptional partner in The Healthy Home's digital transformation journey. By integrating their advanced communication solutions on WhatsApp, we improved customer engagement and operational efficiency. Tanla's approach was not just about providing technical solutions but about truly partnering with us to meet our unique needs.

Pallavi Sangtani, Marketing Manager, GCC, Choithrams



Management Discussion

Q1 How was the business performance in Q4 and full year?

Revenues grew by 1.9% YoY and 2.4% QoQ to ₹10,244 million in Q4FY25. Sequentially, our growth was driven by OTT channels. In Q4, Digital platforms revenue grew by 4.2% YoY but declined by 1.8% QoQ. Enterprise communications grew by 1.6% YoY and 2.8% QoQ.

From a channel performance standpoint in Q4FY25, the SMS business saw a decline due to softness in the ILD segment and a shift of volumes to OTT channels. OTT business contributed 29.2% for the quarter, growing over 31% sequentially.

In Q4, gross profit declined by 3.6% YoY and 0.7% QoQ to ₹2,588 Mn. On the profitability front, EBITDA was ₹1,635 Mn in Q4FY25. Profit after tax decreased by 1.0% QoQ to ₹1,173 Mn, with earnings per share at ₹8.74.

In FY25, revenues grew by 2.5% YoY to ₹40,277 Mn, driven by OTT channels. On the profitability front, gross profit declined by 0.5% to ₹10,507 Mn, with a gross margin of 26.1%. EBITDA was ₹6,908 Mn, yielding an EBITDA margin of 17.2%. PAT stood at ₹5,073 Mn, with a PAT margin of 12.6%. We generated ₹5,145 Mn of free cash flow (101% of PAT), and our cash balance surpassed the ₹10 Bn milestone.

Deep-Dive Chart

Q2 Can you break down Digital Platforms' performance for Q4 and the full year?

In Q4, revenue grew by 4.2% YoY to ₹938 million, driven by Wisely ATP and the MaaP Platform. On sequential basis, revenue remained tepid. We signed two contracts with telcos outside India for MaaP, expected to go live in Q1 FY26.

In FY25, revenue de-grew by 1.3% due to loss of Vi ILD network deal (~ ₹ 620 Mn), if normalized we would have grown by 18.4% to ₹3,640. The revenue growth is led by MaaP Platform for RCS, Wisely ATP, Trubloq and Wisely OTT. Gross profit remained flat

at ₹3,593Mn, despite the loss of Vi ILD network deal.

Q3 Please share the key drivers of growth in the Enterprise Communications segment for Q4 and FY25?

Enterprise Communications revenues grew by 1.6% YoY and 2.8% QoQ to ₹9,306 Mn, driven by growth of our OTT channels. WhatsApp reached a quarterly annualized run rate of ~₹7 Bn in Q4. We are also scaling our RCS business and delivered 3.9 Bn messages during the quarter.

Gross profit remained flat QoQ and de-grew 7.7% YoY to ₹1,662 Mn in Q4. The decline in gross profit can be attributed to lower average price realization in SMS. Gross margin in Q4FY25 was 7.9%.

In FY25, Enterprise Communications revenue grew by 2.9% to ₹36,637 Mn on the back of exponential growth in OTT channels. Gross profit de-grew by 0.6% to ₹6,914 Mn due to lower average price realization in SMS and growth in channels with a lower gross margin profile.

We had healthy additions to our customer base in FY25. We added 398 new customers, which contributed ₹702 Mn in FY25, with 39% of customers being added for OTT.

Deep-Dive Chart

Q4 Can you elaborate on indirect expenses?

Indirect expenses decreased by 2% QoQ to ₹953 Mn in Q4. Indirect costs are 9.3% of revenue and 34.3% of gross profit.

In FY25, our indirect expenses increased by 11.2% to ₹3,599 Mn. Indirect costs were 8.9% of revenue and 34.3% of gross profit in FY25. Employee costs increased due to salary increments, new hires, and performance-linked RSUs. Our hiring efforts were focused primarily on expanding capabilities in AI/ML, product development, and GTM. Connectivity expenses also grew as we scaled our infrastructure to support the expansion of the OTT business. Indirect cost was also higher on YoY basis due to

full cost of ValueFirst intergration. (ValueFirst got intergrated in Q2FY24)

Deep-Dive Chart

Q5 Can you throw some light on Depreciation and Amortization?

Depreciation and Amortization expense increased by 18.4% YoY to ₹271 Mn in Q4. The increase is primarily due to the capitalization of Wisely ATP and MaaP.

Deep-Dive Chart

Q6 Can you give a view of the ETR?

The effective tax rate (ETR) for FY25 is 19.1%. The ETR decreased from the previous year due to a change in the mix of business. The tax contribution to the exchequer in Q4 was ₹2,175 Mn. For the full year, the contribution to the exchequer was ₹8,646 Mn. These contributions include corporate income taxes and contributions by way of withholding taxes and indirect taxes such as GST in India.

Deep-Dive Chart

Q7 Can you explain the movement under Property, Plant, and Equipment (PPE)?

The increase in the carrying cost of PPE can be primarily attributed to additions from leasehold improvements, platform infrastructure upgrades, and other office equipment.

Deep-Dive Chart

Q8 Can you provide some information on Intangible Assets and Intangible Assets Under Development?

The net carrying value of Intangible assets is ₹1,917 Mn. The increase in the net carrying cost of intangible assets can be primarily attributed to the capitalization of the MaaP platform during the year. Intangible assets under development (IAUD) represent platforms and software currently being developed internally. Their cost includes salaries, wages, and professional consultancy charges attributable to development. IAUD as on 31 March 2025 is ₹845 Mn.

Deep-Dive Chart

Q9 Can you throw light on the carrying value of Goodwill?

Goodwill represents the excess of purchase consideration over the net book value of assets acquired from subsidiary companies at the time of investment. Goodwill arising from consolidation and acquisition is not amortized but is tested for impairment on an annual basis. Impairment losses are recognized where applicable. The current value of Goodwill is ₹2,646 Mn.

Deep-Dive Chart

Q10 Could you provide information on cash flows?

We generated robust cash flows for the quarter. In Q4, we generated ₹2,003 Mn as cash from operations and ₹1,715 Mn in free cash flow (146% of PAT). We experienced strong collections in Q4, resulting in an improvement in our Days Sales Outstanding (DSO) by 10 days, bringing it down to 72 days. In FY25, we generated ₹5,145 Mn in free cash flow (101% of PAT).

Deep-Dive Chart

Q11 What is the cash balance at the end of Q4FY25?

The cash balance increased by ₹877 Mn during the quarter to ₹10,085 Mn, post payment of dividend of ₹6 per share. Total dividend payouts of ₹808 Mn. On a quarterly basis, independent bank balance confirmations are obtained by our statutory auditors for 100% of our cash balance. Restricted cash is held as margin money deposits given for bank guarantees and cash credit limits.

[Deep-Dive Chart](#)

Q12 Can you share an update on the acquisition of the ValueFirst International business?

The overseas acquisition of entities is yet to be completed, as we are awaiting regulatory approvals. As informed earlier, the management team of ValueFirst will be incentivized for performance through an RSU grant of approximately ₹500 Mn in ValueFirst. This grant was issued in Q4FY25 and will impact the P&L by ~ ₹200 Mn in FY26.

Annexure- 1 Quarterly Disclosures

(In ₹ Mn, unless otherwise stated)	Three Months Ended Mar-31 (Audited)		Twelve months Ended Mar-31 (Audited)	
	Q4 FY25	Q4 FY24	FY25	FY24
Revenue from operations	10,244	10,055	40,277	39,278
Gross profit	2,588	2,686	10,507	10,559
Gross margin	25.3%	26.7%	26.1%	26.9%
EBITDA	1,635	1,604	6,908	7,322
EBITDA margin	16.0%	16.0%	17.2%	18.6%
EBITDA/ Gross profit	63.2%	59.7%	65.7%	69.3%
EBIT	1,364	1,376	5,931	6,469
EBIT margin	13.3%	13.7%	14.7%	16.5%
Interest Income	104	55	351	177
Interest yield	6.7%	5.2%	6.5%	5.1%
Profit after tax	1,173	1,302	5,073	5,483
Profit after tax margin	11.5%	12.9%	12.6%	14.0%
Free cash flow	1,715	1,492	5,145	4,311
Earnings per share (In ₹)	8.74	9.69	37.76	40.79
EBITDA per share (In ₹)	12.14	13.96	51.32	56.49
Cash and Cash equivalents	1,009	6,810	1,009	6,810
ROCE - (Including CCE)	23.5%	-	25.6%	33.0%
ROCE - (Excluding CCE)	37.9%	-	41.2%	53.0%
DSO days	72	76	74	73
Average number of employees	1,018	994	993	921

CONDENSED CONSOLIDATED INCOME STATEMENT

(In ₹ Mn, unless otherwise stated)	Three Months Ended Mar-31 (Audited)		Twelve months Ended Mar-31 (Audited)	
	Q4 FY25	Q4 FY24	FY25	FY24
Revenue from operations	10,244	10,055	40,277	39,278
Cost of services	(7,656)	(7,369)	(29,770)	(28,719)
Gross profit	2,588	2,686	10,507	10,559
Operating expenses				
Sales and Marketing	(208)	(365)	(1,178)	(825)
General and administrative	(745)	(716)	(2,421)	(2,412)
Total operating expenses	(953)	(1,081)	(3,599)	(3,237)
EBITDA	1,635	1,604	6,908	7,322
Depreciation	(271)	(229)	(978)	(854)
EBIT	1,364	1,376	5,931	6,470
Finance cost	(14)	(17)	(60)	(62)
Other income	110	260	402	426
Profit before tax	1,459	1,618	6,273	6,834
Tax expenses	(286)	(317)	(1,200)	(1,351)
Profit after tax	1,173	1,301	5,073	5,483
Earnings per share (In ₹)	8.74	9.69	37.76	40.79

CONDENSED CONSOLIDATED BALANCE SHEET

(In ₹ Mn, unless otherwise stated)	Mar 31, 2025 (Audited)	Dec 31, 2024 (Audited)
ASSETS		
Property, plant and equipment	2,289	2,243
Platforms	1,376	1,467
Customer Relationships	242	256
Brands	19	22
Non-Compete	14	15
Technology & Software	267	287
Intangible assets under development	845	678
Goodwill	2,646	2,646
Right-of-use-lease assets	523	556
Capital work in progress	50	28
Investment Property	16	17

Financial assets	271	452
Deferred tax assets (net)	463	448
Other non-current assets	826	655
Total non-current assets	9,847	9,770
Trade receivables	8,378	8,976
Investments	1,199	2,419
Cash and bank balances	8,807	6,535
Other Financial assets	4,850	4,614
Other current assets	296	328
Total current assets	23,530	22,872
TOTAL ASSETS	33,377	32,642

EQUITY AND LIABILITIES

(In ₹ Mn, unless otherwise stated)	Mar 31, 2025 (Audited)	Dec 31, 2024 (Un Audited)
EQUITY AND LIABILITIES		
Equity share capital	135	135
Other equity	22,548	22,195
Total equity	22,683	22,330
Non current liabilities		
Financial Liabilities	-	-
Borrowings	-	-
Lease liabilities	481	565
Other financial liabilities	-	-
Provisions	32	18
Other non-current liabilities	13	11
Total Non Current Liabilities	526	594
Current liabilities		
Trade payables	5,746	6,192
Lease liabilities	159	104
Other financial liabilities	3,567	2,668
Other current liabilities	256	348
Short term provisions	143	83
Liabilities for current tax (net)	297	323
Total Current liabilities	10,169	9,718
TOTAL EQUITY AND LIABILITIES	33,377	32,642

CONDENSED CONSOLIDATED STATEMENT OF SHAREHOLDERS' EQUITY

(In ₹ Mn, unless otherwise stated)	Share capital	Reserves	Retained earnings	Other contributions	Total
Opening balance 01 April 2023	134	2,502	12,165	374	15,175
Profit for the period			5,483		5,483
Other comprehensive income				22	22
Issue of equity shares		66			66
Shares bought back					
Dividend declared			-1,344		-1,344
Others		17			17
Closing balance 31 March 2024	134	2,584	16,303	396	19,417
Opening balance 01 April 2024	134	2,584	16,303	396	19,417
Profit for the period			5,073		5,073
Other comprehensive income				4	4
Issue of equity shares	0	-75			-74
Shares bought back					-
Dividend declared			-1,614		-1,614
Others		-123	-		-123
Closing balance 31 March 2025	135	2,386	19,761	400	22,683

CONDENSED STATEMENT OF CASH FLOWS (Audited)

(In ₹ Mn, unless otherwise stated)	Q4 FY25	Q4 FY24	FY25	FY24
Cash flow before changes in working capital	1,459	1,684	7,001	7,563
Changes in working capital	997	500	311	(625)
Cash generated from operations	2,456	2,184	7,312	6,938
Taxes	(454)	(262)	(891)	(1,039)
Cash flow from operating activities	2,003	1,921	6,421	5,899
Net investments in tangible and intangible assets	(287)	(429)	(1,276)	(1,558)
Purchase/(Sale) of Investments in Subsidiary/associate	-	-	-	(3,737)
Purchase/(Sale) of Investments in Short-term Liquid Funds	1,299	31	(1,120)	-
Interest and other income received	(101)	9	134	154
Movement in bank balances	174	-	59	(139)
Cash flow from investing activities	1,085	(389)	(2,203)	(5,280)
Issue of shares	2	(0)	(298)	0
Buyback of shares	-	-	-	-
Dividend paid during the year	(808)	(807)	(1,614)	(1,344)
Payment and Interest paid on lease liabilities	(43)	(40)	(70)	(117)
Borrowings	-	(1)	-	(48)
Cash flow from financing activities	(849)	(848)	(2,082)	(1,509)
Cash flow for the period	2,239	685	2,136	(890)
Cash, cash equivalents at the beginning of period	6,536	6,162	6,671	7,116
Forex Fluctuations	33	(37)	-	(61)
Cash Acquired on ValueFirst Acquisition	-	-	-	506
Cash and cash equivalent	8,807	6,809	8,807	6,671
Fixed deposits having maturity greater than 12 months	79	-	79	138
Investments in liquid assets	1,200	-	1,200	-
Cash, cash equivalents closing balance	10,085	6,809	10,085	6,809

Annexure- 2 Quarterly Trends

Key financial ratios	Q4 FY23	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25
Revenue growth	(2.3%)	13.9%	18.5%	15.3%	20.6%	10.0%	(0.8%)	(0.2%)	1.9%
Gross margin %	27.5%	26.5%	27.4%	26.9%	26.7%	26.9%	26.2%	26.1%	25.3%
EBITDA margin %	20.0%	20.0%	19.5%	19.2%	16.0%	18.8%	17.5%	16.3%	16.0%
EBIT margin %	18.2%	18.2%	17.3%	16.9%	13.7%	16.5%	15.2%	13.9%	13.3%
Profit after tax margin %	14.4%	14.9%	14.1%	14.0%	13.0%	14.1%	13.0%	11.8%	11.5%
Free cash flow	1,472	869	1,310	640	1,492	744	520	2,165	1,715
Day sales outstanding	62	67	75	77	76	83	90	82	72
ROCE (Including CCE)	34.0%	38.4%	38.5%	34.7%	32.5%	31.0%	28.0%	24.2%	-
ROCE (excluding CCE)	61.4%	71.8%	55.0%	50.8%	49.6%	46.8%	41.5%	34.3%	-

Revenue (In ₹ Mn)	Q4 FY23	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25
Platform	815	879	953	958	900	868	880	955	938
Enterprise	7,520	8,232	9,133	9,068	9,155	9,154	9,127	9,049	9,306
Total	8,335	9,111	10,086	10,026	10,055	10,022	10,007	10,004	10,244

Gross profit (In ₹ Mn)	Q4 FY23	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25
Platform	781	851	931	934	884	856	868	943	926
Enterprise	1,508	1,562	1,831	1,765	1,802	1,838	1,750	1,663	1,662
Total	2,289	2,413	2,762	2,699	2,686	2,694	2,618	2,607	2,588

Gross margin	Q4 FY23	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25
Platform	95.8%	96.8%	97.7%	97.5%	98.2%	98.7%	98.7%	98.7%	98.7%
Enterprise	20.1%	19.0%	20.0%	19.5%	19.7%	20.1%	19.2%	18.4%	17.9%
Total	27.5%	26.5%	27.4%	26.9%	26.7%	26.9%	26.2%	26.1%	25.3%

EBITDA (In ₹ Mn)	Q4 FY23	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25
EBITDA	1,661	1,822	1,968	1,928	1,604	1,886	1,754	1,634	1,635
EBITDA margin	20.0%	20.0%	19.5%	19.2%	16.0%	18.8%	17.5%	16.3%	16.0%
EBITDA/Gross profit	72.6%	75.5%	71.3%	71.4%	59.7%	70.0%	67.0%	62.7%	63.2%

Profit/(loss) after tax (In ₹ Mn)	Q4 FY23	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25
Profit/(loss) after tax	1,203	1,354	1,425	1,401	1,302	1,411	1,302	1,185	1,173
Profit after tax margin	14.4%	14.9%	14.1%	14.0%	13.0%	14.1%	13.0%	11.8%	11.5%

Earnings per share (In ₹)	Q4 FY23	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25
Basic earnings per share	8.88	10.07	10.60	10.42	9.69	10.50	9.70	8.82	8.74

Free cash flow (In ₹ Mn)	Q4 FY23	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25
Free cash flow	1,472	869	1,310	640	1,492	744	520	2,165	1,715

RSUs	No of RSUs
Opening Balance Jan 1, 2025	53,211
RSU's granted	-
RSU's exercised	-
RSU's Lapsed/cancelled/ added back to Pool	-
Balance as on Mar 31, 2025	53,211

RSUs vested yet to be exercised	No of RSUs
RSU vested yet to be exercised as on January 1, 2025	-
FY 24-25	-
FY 25-26	40,711
FY 26-27	12,500
Balance as on Mar 31, 2025	53,211

Other Income (In ₹ Mn, unless otherwise stated)	Q4 FY25	Q4 FY24	FY25	FY24
Interest income	75	55	272	177
Interest on income tax refund	2	-5	39	8
Others	32	210	92	241
Other income	110	260	402	426
Interest yield	6.7%	5.2%	6.5%	5.1%

Key Policies

Basis for preparation of financial statements

The Consolidated financial statements of the Group have been prepared in accordance with Indian Accounting Standards ("Ind AS") as notified under Section 133 of the Companies Act, 2013 (the "Act") read with Rule 3 of the Companies (Indian Accounting Standards) Rules 2015 as amended, issued by Ministry of Corporate Affairs ("MCA"). Accounting policies have been consistently applied to all the years presented except where a newly issued accounting standard is initially adopted or a revision to an existing accounting standard requires a change in the accounting policy hitherto in use.

Revenue recognition

Revenues are derived from our Enterprise and Platform business. Revenues from Enterprises are computed based on total transactions processed through our platforms at an agreed price per transaction. Platform revenues are computed by way of revenue share measured as a rate applicable to transaction processed on mobile carrier's network. Revenue is recognized upon provision of service to customers that reflects the consideration we expect to receive in exchange for those service.

Depreciation and Amortization

Fixed assets including IT assets are depreciated over their estimated useful lives using the straight-line method. Intangible assets created at time of acquisition based on purchase price allocation methodology. Intangible assets are amortised over their estimated useful lives using the straight-line method. Right-of-use asset represents leased assets (leased office space) and is depreciated over their useful life.

Capitalization of Platform cost: Research and development cost are aimed at developing new and innovative products, expanding features for our existing platforms and products. Development cost comprises of third-party product development and other direct related cost associated with it. Development cost incurred are capitalized on product go-live.

Provision for bad and doubtful debts

The provision for bad and doubtful debt policy is a norm-based policy approved by the Audit Committee Debtors are assessed at end of each reporting period and provided for based on the policy, 50%- debtor aged between 180-270 days and 100% for greater than 270 days for Enterprise customers and 100% for greater than 365 days for PSU and government. Provisions created shall be higher of Expected Credit Loss (ECL) or provision determined by the policy.

Investment policy

Investments can be in form of liquid funds- fixed deposits/term deposits with banks, housing finance companies and saving scheme/securities/ bonds issued by the central government which is approved by the Audit Committee. Investments are mainly in Fixed deposits with banks and housing finance companies having a credit rating of "AAA". Instruments with this rating are considered to have the highest degree of safety regarding timely servicing of financial obligations. Such instruments carry lowest credit risk.

Dividend policy

The dividend policy reflects the intent of the Company to reward its shareholders by sharing a portion of its profits after retaining funds for longer term sustainable growth of the Company. The Company would maintain a total dividend pay-out of 30% of the annual Consolidated Profits after Tax (PAT) of the Company. PAT means Profit after tax as per the audited consolidated P&L financials and available as distributable surplus to the shareholders.

Governance policies

Code of Conduct:	Tanla is committed to follow the best business, commercial and legal practices. The Code of Conduct is intended to guide the Board in implementation of the code. The code is applicable to all employees of Tanla including the Directors of Tanla and its subsidiaries.
Supplier code of conduct:	We believe in conducting business with ethics and integrity, treating all people with dignity and respect, supporting our communities, and honoring the laws & regulations of the countries in which we operate. We will endeavor to choose reputable business partners who conduct their business in a manner that shows high ethical standards, safe and healthy work environments, protection of human rights and dignity, protection of environment and compliance with the law. The SCoC outlines our expectations regarding the workplace standards and the business practices of our suppliers and those in their supply chain.
Whistle Blower Policy:	This policy is formulated with a view to provide a mechanism for employees to report to the management instances of unethical behaviour, actual or suspected fraud or violation of the company's code of conduct.
Code for Insider Trading:	<p>The Code prescribes the Internal Procedures and Conduct for Regulating, Monitoring and Reporting of trading by insiders of the Company.</p> <p>The trading window shall be closed from 1st of month of every quarter till 48 hours after the declaration of the financial results. The Trading window will be closed from 1st March, 1st June, 1st December, 1st December until 48 hours after the declaration of financial results of the Company for the respective quarter.</p>
Risk Management policy:	The Company is affected by general economic, financial, and regulatory developments at the domestic and international level. We have in place a structure, procedures, and control systems to detect & identify risks and implement appropriate measures to mitigate and prevent them.
Related Party Transaction Policy:	Related party transactions are subject to the Audit Committee's approval. As required by the applicable Regulations, all related party transactions are reported on a half-yearly basis to the Stock Exchanges. Our related party transactions are limited to inter-company transactions.
Environmental policy	We endeavour to reduce the impact of our operations and business activities on the environment while influencing the people in our value chain as well as our social interactions to follow the path of environmentally sustainable living.

Definitions

Platform business	Platform business refers to revenue generated from “Platform as a service offering”, where only cloud and hosting are a charge on revenue.
Enterprise business	Enterprise business refers to revenue generated based on total transactions processed at an agreed price per transaction, through multiple channels like SMS, emails, WhatsApp and others. Cost of services for enterprise business mainly consist of transaction fee paid to mobile carriers and other suppliers.
Gross profit	Revenue less cost of services. Cost of services comprises of service transaction fee paid to mobile carriers and other suppliers.
Gross margin	The gross margin reflects percentage of revenue less cost of services.
Sales and marketing expense	Sales and marketing expenses comprise of employee cost and expenses directly associated with sales, marketing, and promotional activities.
General and administrative expense	General and administration expenses comprise of employee cost (excluding the salary forming part of S&M), cloud and data center hosting charges, and expenses incurred for day-to-day operations such as rent of facilities, office maintenance, professional fee, and other general expenses.
EBITDA	Earnings before interest, taxes, depreciation, and amortization reflects profit derived based on revenue less of operating expenses. It is reflection of profitability of operating business.
Adjusted EBITDA	Adjusted EBITDA excludes one-time expenses such as one time acquisition, buy back, ESPS and other event related costs.
EBIT	Revenues – Cost of sales (where applicable) – indirect cost (includes platform operational cost, people cost and overheads, SG&A) – depreciation – allocated corporate costs.
Operating cash flow	Operating cash flow is a measure of amount of cash generated from business operations.
Free cash flow	Free cash flow is derived by reducing capital expenditure from operating cash flow. It measures how much cash is at disposal after covering cost associated with business operations.
Return on capital employed (ROCE)	ROCE including CCE: EBIT divided by capital employed. Capital employed is derived by reducing current liabilities from total assets. ROCE excluding CCE: EBIT divided by capital employed. Cash and cash equivalents (CCE) are not considered while computing capital employed.
Rule of 60	Rule of 60 metric is used to measure performance of SaaS companies. This metric which is a summation of Revenue growth and EBIT margin is expected to be at or above 60%. We are tracking this metric only for Digital Platforms.
New customer	New customers include every unique new contracting entity added in the year.

About Tanla:

Founded in 1999, Tanla Platforms Limited has revolutionized digital interactions by empowering users and enabling enterprises through its innovation-led SaaS business. With a unique enterprise and user-centric approach, Tanla has emerged as a leader in the CPaaS industry dominating data security, privacy, spam, and scam protection. Headquartered in Hyderabad (India), Tanla is the preferred partner for over 2,000 enterprises across various industries, including global tech giants like Google, Meta, and Truecaller. Tanla is recognized as a 'Visionary' in the 2024 Gartner® Magic Quadrant™ for CPaaS and is ranked among the "1000 High-Growth Companies in Asia Pacific" by the Financial Times. Tanla is publicly traded on the NSE and BSE (NSE: TANLA; BSE: 532790) and is included in prestigious indices such as the Nifty 500, BSE 500, Nifty Digital Index, FTSE Russell, and MSCI.

Guidance

Tanla does not provide any guidance.

ESG

The purpose of our ESG is to build solutions & services which offer security & transparency, earning the trust of customers, investors and governments while acting responsibly towards employees and communities. We envision in building a resilient organisation that engages with the customers, suppliers, and employees to provide an unparalleled global communications platform

Board of Directors

Mr. Uday Reddy
Founder Chairman & CEO

Mr. Deepak Goyal
Executive Director

Mr. Sanjay Kapoor
Non-Executive Director

Mr. Rahul Khanna
Independent Director
Chief Investment officer
Habrok Capital Management LLP

Dr. RS Sharma
Independent Director
Ex TRAI Chairman

Mr. François Ortalo-Magné
Independent Director
Executive Dean - London Business
School

Ms. Naiyya Saggi
Independent Director

Auditors

Statutory Auditor
M/s. MSKA & Associates
Ananthakrishnan Govindan - Partner

Internal Auditor
Deloitte Touche Tohmatsu
India LLP Vishal Shah - Partner

while being steadfast to ethics and integrity that result in a better future and a committed triple bottom line of People Planet and Profit.

Forward-looking statements

This document might contain statements that are forward looking in nature. All statements other than statements of historical fact could be deemed as forward-looking in nature. Such statements are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified. By receiving this document, you acknowledge that you will be solely responsible for your own assessment of the market and our market position and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of our business.

Certification

The CEO and CFO certify that financial results do not contain any false or misleading statements or figures and do not omit any material fact which may make the statements or figures contained therein misleading.

Headquarters

Tanla Technology Centre,
Hi-Tech City Road, Madhapur,
Hyderabad – 500 081,
Telangana, India.
CIN: L72200TG1995PLC021262
www.tanla.com

Q1

Deep-Dive Chart - Key Metrics

(In ₹ Mn, unless otherwise stated)	Q4FY24	Q1FY25	Q2FY25	Q3FY25	Q4FY25
Revenues					
Digital Platforms	900	868	880	955	938
Enterprise Communications	9,155	9,154	9,127	9,049	9,306
Total revenues	10,055	10,022	10,007	10,004	10,244
YoY % change	20.6%	10.0%	(0.8%)	(0.2%)	1.7%
Gross Profit					
Digital Platforms	884	856	868	943	926
Enterprise Communications	1,802	1,838	1,750	1,664	1,662
Total Gross profit	2,686	2,694	2,618	2,607	2,588
YoY % change	17.3%	11.7%	(5.2%)	(3.4%)	(4.3%)
EBIT					
Digital Platforms	609	580	601	587	526
Enterprise Communications	767	1,078	919	801	838
Total EBIT	1,376	1,658	1,520	1,388	1,364

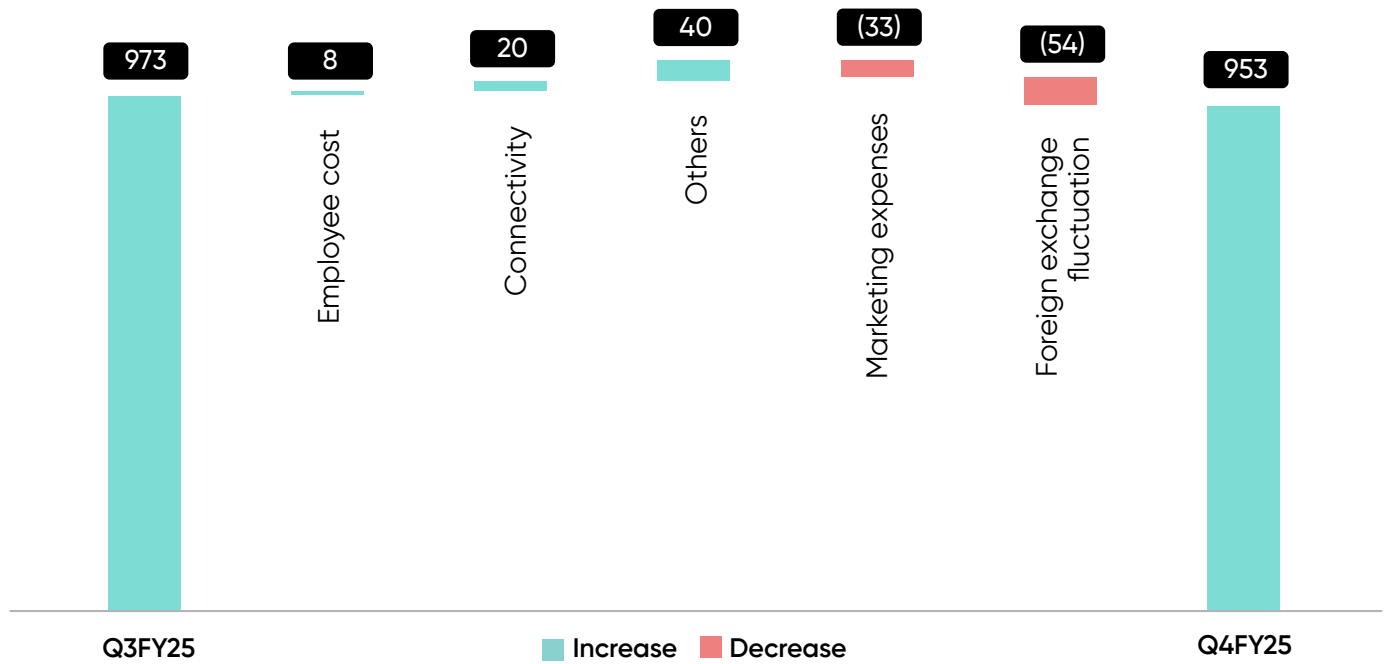
Q3

Deep-Dive Chart - Customer Segmentation

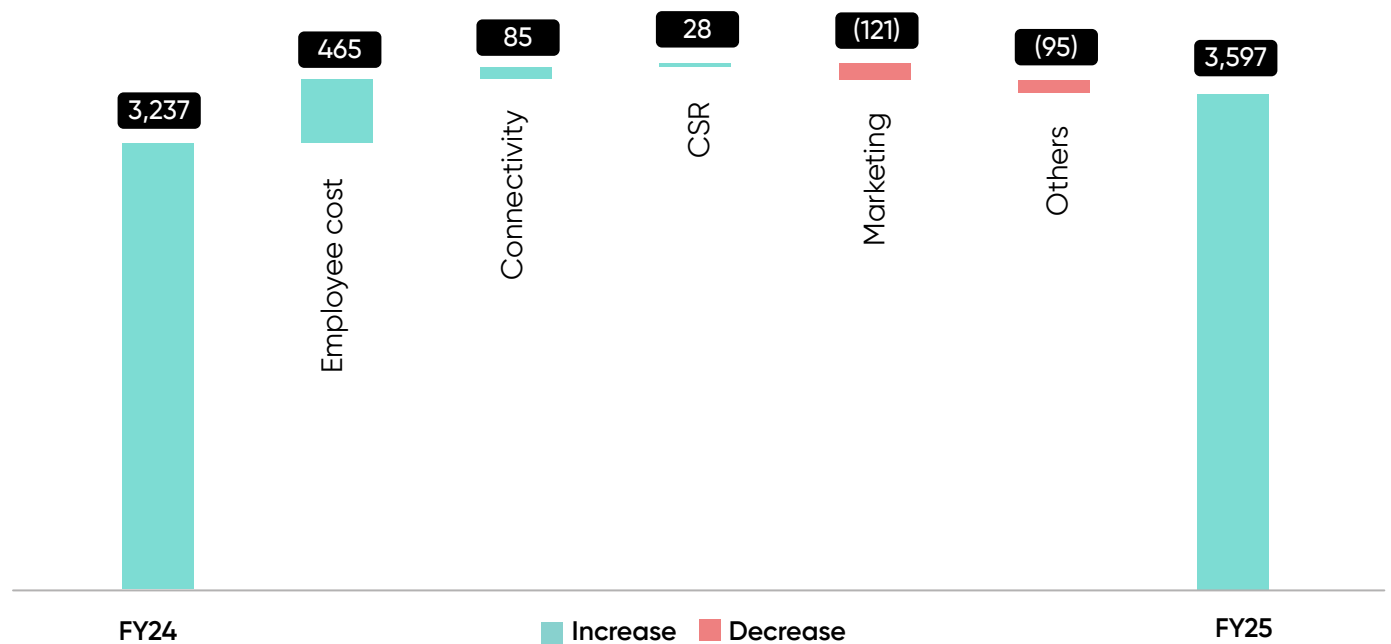
Customer segment (In ₹ Mn)	Q4FY25		Q3FY25		Q4FY24		Change in Count	Change in revenue
	Count	Revenue	Count	Revenue	Count	Revenue		
>500Mn	18	4,586	16	3,799	16	3,664	12.5%	20.7%
>100Mn - < 500Mn	53	2,686	59	3,246	65	3,679	(10.2%)	(17.3%)
>10Mn- < 100Mn	251	2,167	250	2,177	252	2,127	0.4%	(0.5%)
Total	322	9,439	325	9,222	333	9,470	(0.9%)	2.4%

Cost walk from Q3 to Q4 FY25

(In ₹ Mn, unless otherwise stated)



Cost walk from FY24 to FY25



Q5

Deep-Dive Chart - Depreciation and Amortization

(In ₹ Mn, unless otherwise stated)	Q4 FY25	Q4 FY24	FY25	FY24
Amortisation on Platforms	91	51	289	215
Amortisation on Customer Relationship	14	42	66	167
Amortisation on Trade Name	4	4	15	14
Amortisation on Technology	8	8	33	25
Amortisation on Non-compete	1	1	5	5
Amortisation on Software	12	5	49	11
Depreciation on tangible assets & right of use assets	140	118	520	416
Total Depreciation & amortisation	271	229	978	853

Q6

Deep-Dive Chart - ETR Statement

(In ₹ Mn, unless otherwise stated)	Q4 FY25	Q4 FY24	FY25	FY24
Profit before tax	1,459	1,619	6,273	6,834
Tax expense	(286)	(317)	(1,200)	(1,351)
Profit after tax	1,173	1,302	5,073	5,483
Effective tax rate	19.6%	19.6%	19.1%	19.8%

Q7

Deep-Dive Chart - Property, Plant, and Equipment (PPE)

(In ₹ Mn, unless otherwise stated)	Opening PPE	Additions	Depreciation	Closing PPE
Land	213	-	-	213
Buildings	106	7	8	106
Leasehold improvements	563	94	89	567
Furniture	321	7	55	273
Computers	790	499	220	1,069
Platforms & deployments	-	-	-	-
Office equipment	54	11	13	52
Vehicles	11	-	2	9
Total	2,058	618	387	2,289

Q8

Deep-Dive Chart - Intangible Assets

(In ₹ Mn, unless otherwise stated)	Opening PPE	Additions	Depreciation	Closing PPE
Internally developed - Platforms	958	706	289	1,376
Customer Relationships	308	-	66	242
Trade name	34	-	15	19
Technology	107	-	33	74
Non Compete	19	-	5	14
Software	200	42	49	192
Total	1,627	748	457	1,917

(In ₹ Mn, unless otherwise stated)	Opening PPE	Additions	Depreciation	Closing PPE
Intangible assets under development	806	694	655	845

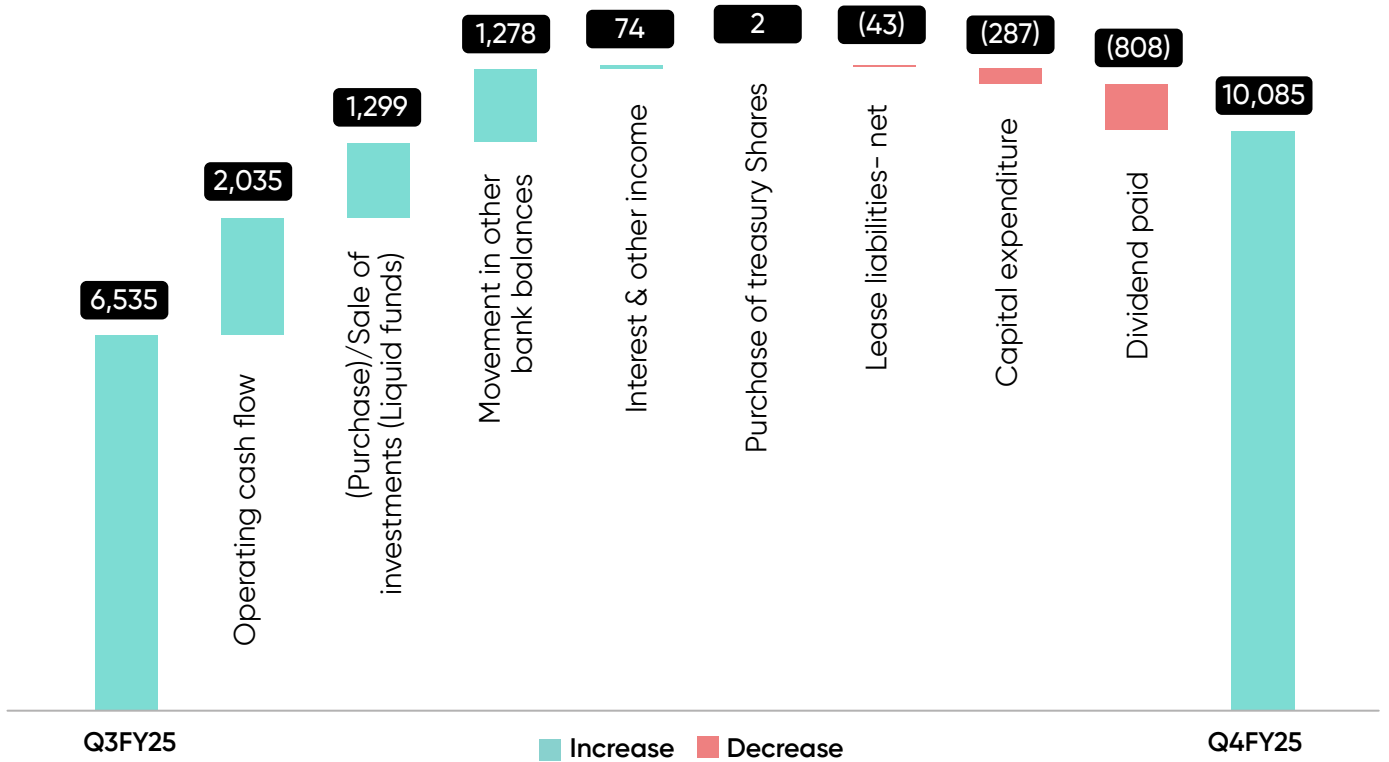
Q9

Deep-Dive Chart - Goodwill

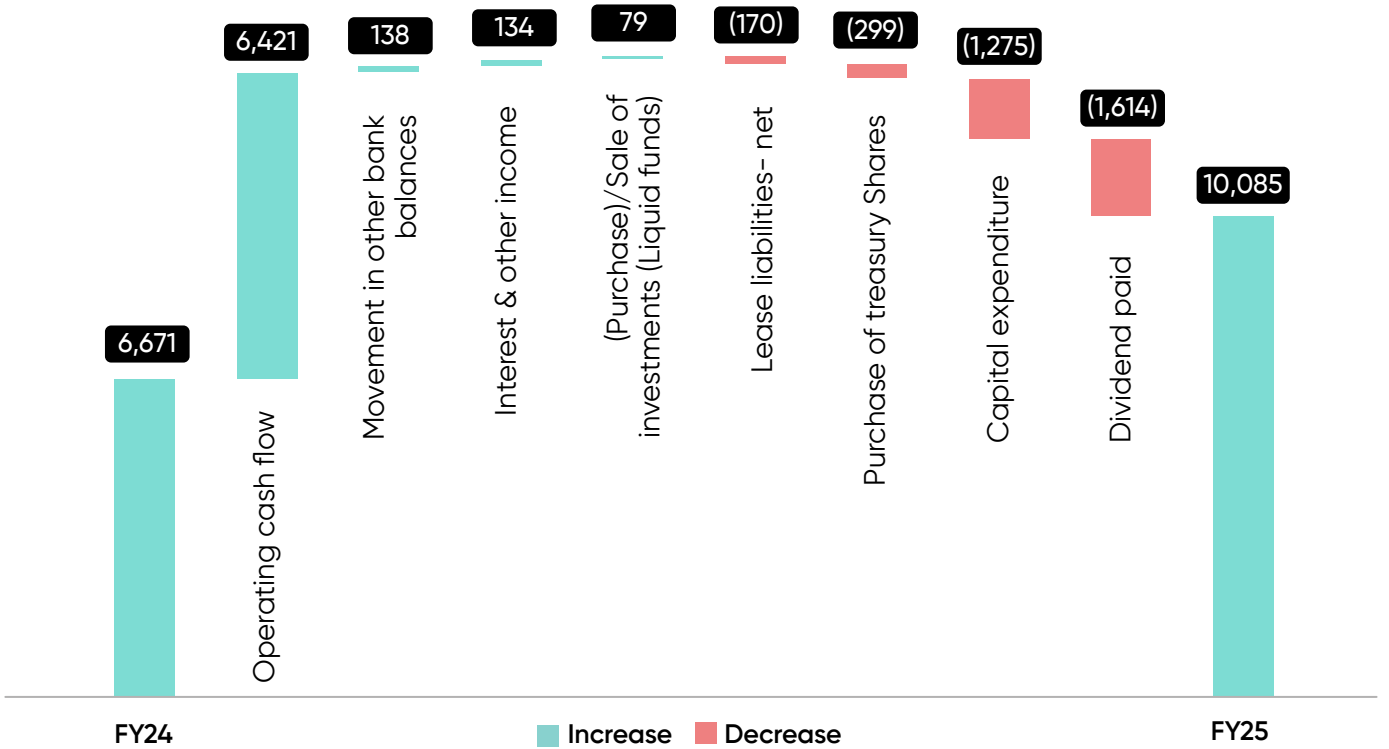
(In ₹ Mn, unless otherwise stated)	Karix	Gamooga	ValueFirst	Total	Useful life	Impairment/Amortization	Net Carrying Amount
Goodwill	1,187	249	1,300	2,736	-	90	2,646

Cash flow walk from Q3 to Q4 FY25

(In ₹ Mn, unless otherwise stated)



Cash flow walk from FY24 to FY25



(In ₹ Mn, unless otherwise stated)	Q4FY24	Q1FY25	Q2FY25	Q3FY25	Q4FY25
Cash					
Restricted cash	538	568	568	563	564
Current accounts- ₹	122	248	1,669	2,739	399
Current accounts- USD	948	1,154	515	417	813
Investments					
Fixed deposits	5,202	5,602	4,301	5,489	8,309
Cash and cash equivalents (CCE)	6,810	7,572	7,053	9,208	10,085

Restricted cash is held as margin money deposits given for bank guarantees and cash credit limits. Below table shows cash balance by investment category.

(In ₹ Mn, unless otherwise stated)	Current accounts- ₹	Current ac- counts-USD	Fixed deposits	Restricted cash	Total
HDFC Bank	351	57	5,346	531	6,285
Liquid Funds	-	-	1,199	-	1,199
State Bank of India	-	-	336	-	336
Axis Bank	8	-	216	1	225
ICICI BANK	19	-	271	-	290
Kotak Mahindra Bank	5	-	136	-	141
Citibank (Dubai)	-	629	-	-	629
DBS Bank (Singapore)	-	127	773	32	932
Others (IDBI)	16	-	33	-	49
Total	399	813	8,309	564	10,085



www.tanla.com

Follow us at:

