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To,

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

**Sub: Press Release- Tanla launches Messaging-as-a- platform for Telcos to support Google Rich Business Messaging.**

Pursuant to the subject cited above, please find enclosed the Press Release titled- **Tanla launches Messaging-as-a- platform for Telcos to support Google Rich Business Messaging.**

We request you to take the above information on record.

Thanking you.

Yours faithfully,

For **Tanla Platforms Limited**

Seshanuradha Chava  
General Counsel and Company Secretary  
ACS-15519

Encl: As above



## Tanla launches Messaging-as-a- platform for Telcos to support Google Rich Business Messaging

**Hyderabad, 04 March 2024:** Tanla India's leading CPaaS provider announces the launch of Messaging as a Platform (MaaP) at Mobile World Congress 2024, Barcelona. MaaP is built upon the Rich Communication Services (RCS) standard to support Google RCS Business Messaging (RBM) and helps operators engage with their customers in richer, more interactive ways. The cloud-based platform has multiple advanced features such as rich media, interactive buttons, and real-time messaging to provide an immersive communication experience.

Tanla has signed an MOU with Vodafone Idea Business Services Limited to deploy MaaP platform in India.

"We see a lot of potential in Google RBM as a communication channel and are committed to investing significantly in its adoption. We aim to create an entire ecosystem of differentiated enterprise solutions based on Google RBM and enable distinctive business impact." said Uday Reddy, Founder Chairman and CEO, Tanla Platforms.

It also announced strategic initiatives that will power solutions on Google's RCS Business Messaging (RBM) platform. These initiatives will catalyze conversational messaging across industries such as BFSI, travel, e-commerce, etc., providing bespoke solutions for multiple industry verticals and unlocking impact for enterprises and their customers.

"We are excited to collaborate with Tanla – one of our largest partners in the region, to accelerate our business. Tanla's distinctive solution mindset helps create a unique value proposition for enterprises across all segments and verticals," said Stephen Brough, Global Head of RCS Business Messaging Partnerships at Google.

Google RBM is a highly secure channel and has gathered a significant user base in India. Google RBM has seen a **2-3X uplift in CTRs** vs SMS and a 30-50% increase in RoI campaigns. Tanla's easily integrable MaaP enables telecom operators across the globe to offer Google RBM as a channel to their subscribers and unlock enriched media capabilities like images, videos, customized clickable buttons, etc. It offers seamless onboarding and verification experience for aggregators and businesses. The platform enables content verification and spam control using native AI capabilities to reduce communication fatigue. It provides deep insights into user engagement including channel affinity while being 100% compliant with local regulations.

### 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, Tanla's patented enterprise grade platform offers private, secure, and trusted experiences for enterprises and mobile carriers. Tanla Platforms Limited 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, Nifty Digital Index, FTSE Russell and MSCI.