TANLA
connectingthedots

Date: March 7, 2011

To,

National Stock Exchange Limited
Exchange Plaza, Plot No. C/1, 'G' Block,
Bandra East,
Mumabi -400 051

Dear Sir,

Dear Sir,

Sub: Press Release from Tanla Solutions Limited

With reference to the above cited, please find attached herewith the press release from Tanla Solutions Limited.

This is for the information and records of the Exchange.

Thanking you,

Yours Sincerely,
For Tanla Solutions Limited

Tanla Solutions Limited ★ Hyderabad, India ★

Ch. Seshanuradha
Company Secretary & Compliance Officer

PRESS RELEASE

Tanla announces the launch of TPAYmobile.com, a new cross platform In-application Billing service for Mobile Games & Apps

Hyderabad, March 7, 2011: Tanla Solutions [BSE: 532790 | NSE: TANLA] today announced the launch of TPAYmobile.com, a cross platform on device mobile payment service for mobile applications and games. Through a single integration with TPAYmobile, developers get access to billing on over 100 mobile networks as well as the ability to charge through Credit & Debit cards globally. TPAYmobile provides developers the ability to monetize through new and innovative business models like in-application billing, try & buy, time bound licensing and subscriptions with absolutely no starter or joining fee.

Using TPAYmobile's unique licensing and payment technology, developers can monetize their apps and games globally and distribute in numerous ways, such as: App Stores, Preloading on handsets, direct to consumer as well as through resellers and track how each channel is performing. The unique licensing features allow developers to create business models that suit-varying market needs and pockets. The try & buy feature allows developers to promote their content by providing free time bound trials and converting users to paying customers using on device payments. In application billing allows developers to unlock features within the game or application or sell additional services within the application. The licensing and security features within TPAYmobile allow developers to promote their applications and games through free downloads with the confidence that consumers cannot access the product without having a valid license.

TPAYmobile is based on a client-server architecture, where the client resides on the handset and integrates with the end user application. Consumers have the choice of paying either through credit cards or directly on their phone bill, thereby increasing the addressable market to consumers that may not have access or want to use their credit cards. TPAYmobile supports the Symbian, Java, Windows Mobile and Android platforms, developers can either integrate manually using the SDK or use the automated wrapping engine.

TPAYmobile is a brand new avatar of Tanla's flagship License Manager that is used by developers worldwide including Symantec, F-Secure, Nokia, Joikusoft, Netqin and many others. License manager has already been installed on over 300 million handsets and processed payments in over 100 countries. TPAYmobile's wrapping solution is also used by Mobile Networks Operators worldwide to manage licensing of content and applications on their stores and create offers like try & buy, pay per play and subscription clubs.

"Consumers appetite for mobile apps and gaming is growing exponentially and provides developers with a huge market opportunity. TPAYmobile's unique licensing and on device payment solution allows developers to distribute their applications off deck thereby providing the ability to reach a much wider audience. Features like Try & Buy, In application billing and time bound licensing have proven to improve conversion rates and drive additional revenues for developers", commented Uday Reddy, Chairman and Managing Director, Tanla Solutions Ltd.

For more information and hands on experience, please visit www.tpaymobile.com

About Tanla

Tanla Solutions founded in the year 1999 is a Hyderabad based Indian company providing telecom solutions to Mobile Operators, Hand set Manufacturers, Content aggregators, ISVs and Media companies globally. With over 100 customers in 32 countries, Tanla provides solutions in the areas of Voice, Video, Messaging, Application/ Content Licensing and Mobile Payments and is the first company to launch 3G VAS services in India.

Tanla Mobile Payment Gateway is connected with more than 100 mobile operators and processes mobile payments in over 160 countries through operator, credit/ debit card billing. Leading content aggregators, ISVs and hand set manufacturers including Nokia use Tanla mobile payment gateway to market their applications/ content globally. Tanla's License Manager is embedded in more than 300 million smart phones globally. Located in 9 countries, Tanla employees more than 300 telecom professionals and is listed in BSE and NSE in India. For more information, please visit http://www.tanla.com

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