



September 04, 2025

DGM – Corporate Relations
BSE Ltd.
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001
Scrip Code: 500408

The Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C-1, Block G
Bandra – Kurla Complex Bandra (East)
Mumbai – 400 051
Scrip Code: TATAELXSI

Dear Sirs/Madam,

Sub: Press Release - “Tata Elxsi and Evergent Launch Unified Digital Storefront for Media and Telecom Operators”

Please find enclosed the Press Release dated September 04, 2025, titled “Tata Elxsi and Evergent Launch Unified Digital Storefront for Media and Telecom Operators.”

This disclosure is made in compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

This is for your information and records.

Yours faithfully,
For Tata Elxsi Limited

Sneha V
Company Secretary & Compliance Officer

Encl.: As above

TATA ELXSI

Registered Office **Tata Elxsi Limited** ITPB Road Whitefield Bangalore 560 048 India
Tel +91 80 2297 9123 Fax +91 80 2841 1474
www.tataelxsi.com

Tata Elxsi and Evergent Launch Unified Digital Storefront for Media and Telecom Operators

Together, they introduce Subscription Hub, a ready-to-deploy, pre-integrated digital storefront and marketplace that delivers intelligent bundling, seamless multi-service monetization, and a 20–30% ARPU boost.

Sunnyvale, CA and Bengaluru, India – September 4, 2025 – Tata Elxsi, a global leader in design and technology services, and Evergent, the customer management and monetization leader for streaming and digital subscription businesses, today announced the launch of Subscription Hub, a unified platform that redefines how media and telecom operators offer, manage and monetize subscription offerings to their customers.

To address the challenges of fragmented subscription ecosystems and enable the full potential of [unified digital experiences](#), Tata Elxsi and Evergent have partnered to deliver a comprehensive, ready-to-deploy solution: the Subscription Hub.

The Subscription Hub is a transformative platform that enables telecom and media operators, along with service aggregators, to evolve into holistic digital lifestyle providers. The Telecom and Media service providers can unlock new revenue streams, enhance customer loyalty, and differentiate their brand in a competitive market by aggregating diverse subscription services ranging from entertainment, gaming, productivity to education and financial tools—into a unified & user-friendly experience.

The Subscription Hub's cloud-native, API-first architecture ensures compatibility with emerging technologies and changing market requirements. The platform supports flexible deployment options including SaaS, hybrid cloud, and on-premises configurations to meet diverse operator requirements and data sovereignty needs. Advanced analytics and business intelligence capabilities provide operators with real-time insights into subscription metrics, customer lifetime value analysis, churn prediction modeling, and revenue optimization recommendations, enabling data-driven decision making and continuous service improvement.

Evergent brings proven strengths in end-to-end subscription lifecycle management, with integrations across major content providers and payment gateways. Its platform is globally scalable, PCI-compliant, and ISO 27001-certified, serving millions of subscribers with reliability and flexibility.

Tata Elxsi complements this with over three decades of deep expertise in [media and telecom](#), combining proven strengths in product engineering, system integration, storefront experience, and AI-driven analytics to deliver seamless integration, rapid deployment, and measurable Opex reduction. By embedding digital technologies, app and service management, and shared operations into the Subscription Hub, Tata Elxsi enables operators to elevate customer experience while driving new efficiencies. Distinctively, it adapts global innovations to local market contexts, blending technology with cultural nuance to drive adoption and sustained engagement. As a trusted global systems integration partner, Tata Elxsi unites engineering excellence with strategic foresight, positioning operators to evolve into true digital lifestyle providers.

Vijay Sajja, Founder and CEO of Evergent, said, *“The digital entertainment landscape demands a fundamental shift in how operators approach customer relationships and service delivery. Our partnership with Tata Elxsi creates an unprecedented opportunity for PayTV and telecom operators to not just survive the digital transformation, but to lead it. The Subscription Hub empowers operators to become digital lifestyle leaders, driving immediate growth and long-term value.”*

Ajay Kumar Meher, Global Practice Head - Media and New Media at Tata Elxsi, said, *“Traditional operators are at a critical inflection point where they must evolve or risk becoming obsolete. Our collaboration with Evergent leverages three decades of telecom and media industry expertise to deliver a solution that not only addresses today's challenges but positions operators for future growth. Subscription Hub's storefront capability transforms how customers discover, purchase, and manage services, creating deeper engagement and significantly higher lifetime value.”*

Meet Us at IBC 2025

The launch will be highlighted during a joint webinar on September 4th, 2025 (4PM CET) and will be showcased during activities at the [IBC Show \(September 12–15, RAI Amsterdam\)](#). Join executives from both companies from 3-5 pm CET on September 13 at the Evergent booth #5. A86 for demonstrations of how the platform enables operators to launch bundled services faster, monetize more effectively, and deliver unified digital experiences that build customer loyalty.

About Tata Elxsi

Tata Elxsi is one of the world's leading providers of design and technology services across industries including automotive, broadcast, communications, healthcare, and transportation. Its Media and Communications business empowers Pay TV operators, MSOs, content creators, and platform providers to deliver next-generation digital media experiences.

Tata Elxsi partners with global Media & Entertainment companies offering specialised services spanning OTT applications and user engagement, content supply and delivery, and AI-powered infrastructure. We help customers modernize platforms, optimize content workflows, and maximize monetization with cloud-native, AI, and automation solutions. Tata Elxsi's suite of platforms include QoEtient for test automation & video quality improvement TEPlay for OTT/IPTV services, AIVA for intelligent video analytics, iCX for CPE management, and Neuron for intelligent network operations.

Backed by over 36 years of video and OTT engineering expertise and a global delivery presence, Tata Elxsi enables media companies to innovate faster, operate smarter, and deliver superior viewer experiences.

For more information, visit: www.tataelxsi.com

About Evergent

Evergent provides customer relationship management tools for global digital media, entertainment and telecommunications providers. With customers in more than 180 countries ranging from small businesses to Fortune 500 companies, Evergent creates flexible, user-friendly solutions that streamline CRM processes and maximize monetization efforts. Evergent is a leader in customer management and monetization for streaming and digital subscription companies. For more information, visit www.evergent.com



Media Contacts:

Evergent: Nick Field / Molly Cole
evergent@platformcomms.com

Tata Elxsi: Hari Balan / Ayushi Moudgil
Corporate Communications
media@tataelxsi.com