



November 23, 2022

BSE Limited  
Listing Department  
P. J. Towers,  
Dalal Street, Fort  
Mumbai – 400 001

National Stock Exchange of India Limited  
Listing Department  
Exchange Plaza, Plot No. C-1, Block G,  
Bandra Kurla Complex,  
Bandra (E), Mumbai – 400 051

**Scrip Code: 532371**

**Scrip Symbol: TTML**

Dear Sir/Madam,

**Subject: Press Release**

We enclose herewith the Press Release dated November 23, 2022, being issued by the Company, which is self-explanatory.

This is for your information and records.

Thanking you,

Yours faithfully,  
For Tata Teleservices (Maharashtra) Limited

Vrushali Dhamnaskar  
Company Secretary

Encl.: As stated above.

**TATA TELESERVICES (MAHARASHTRA) LIMITED**

Registered Office : D-26, TTC Industrial Area, MIDC Sanpada, P.O. Turbhe, Navi Mumbai, Maharashtra, 400 703

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Website: [www.tatateleservices.com](http://www.tatateleservices.com) | CIN: L64200MH1995PLC086354

## Tata Tele Business Services to provide WhatsApp Business Platform through Smartflo Cloud Communication Suite

*Offers enhanced business communication solution through WhatsApp Business Platform, ensuring a seamless and superior customer experience*

**New Delhi, November 23, 2022:** [Tata Tele Business Services \(TTBS\)](#), one of the country's leading enablers of connectivity and communication solutions for businesses, has announced the strategic expansion of its cloud communication suite **Smartflo** with **WhatsApp Business Platform**. This is an advanced move in the digital era to offer an enhanced business communication experience, thus accelerating user engagement, enhancing customer experience, and ensuring impactful customer interactions.

WhatsApp Business Platform is an easy and trusted solution for businesses to better manage discussions and queries of customers around the globe. Its superior UX further enhances business communications, enabling seamless and impactful interactions in the way customers want to engage in today's business ecosystem.

Tata Tele Business Services, in its endeavor to transform digital experiences with technology, brings to the table, in-depth knowledge of enterprise customer needs and requirements, as well as trust and service assurance. This integration will help businesses map customer operational needs over multiple channels, while boosting customer experience with unified hyper-personalized interactions and multi-touch attributions.

*Sharing his views on the enhanced Smartflo cloud communication suite, **Vishal Rally, SVP & Head - Product, Marketing and Commercial at Tata Teleservices Ltd** said, "We are excited to offer WhatsApp Business Platform through our Smartflo business suite, thereby, allowing businesses to adapt to new challenges and provide exceptional assistance to their customers on the messaging platform. Customers today, expect communication to be efficient, simple, and genuine, which is enabled by WhatsApp Business Platform. It connects our customers to their target audiences in the way they like to be assisted. We at TTBS assure a superior user experience based on trust to our valued customers as a WhatsApp Business Solution Provider".*

*"We are excited that WhatsApp Business Platform is being leveraged for customer engagement by Tata Tele Business Services for its (CPaaS) suite. Businesses across sectors use the WhatsApp Business Platform to build a variety of scaled custom solutions. It helps advance customer convenience and enable richer customer engagement. We look forward to continuing building partnerships with businesses to help them unlock avenues of access to new audience cohorts who use WhatsApp extensively everyday," **added Ravi Garg, Director, Business Messaging, WhatsApp India.***

**Smartflo** along with WhatsApp Business Platform, provides an integrated omnichannel solution experience involving different channels and methods of connecting with customers and integrating them. It unifies the customer experience (CX) across different channels such as websites, mobile apps, social media, and phone calls, as a single-point system to optimize interaction experience collectively.

**Smartflo** makes business communication easy and rich, with a host of features such as: Single Customer View, Workflow Automation, AI-enabled Chatbot, Chat Interface, Advanced Analytics, Hyper-personalization, One-Click Integration and Easy to Integrate API Platform.

Counted among the country's leaders in smart digital solutions, Tata Tele Business Services, not only provides the digital highways on which companies, big and small, run their businesses but also acts as the technology catalyst for their growth by offering a comprehensive portfolio of digital Solutions in the domains of Security, Collaboration, Marketing, Cloud & SaaS.

The company has a full portfolio of enterprise-grade Smart solutions, including Smartflo, SmartOffice, SD-WAN iFLX, Microsoft Office 365, Google Workplace, Zoom Communications, EZ Cloud Connect, Ultra-Lola, and Smart Internet leased line among others.

**About Tata Teleservices:**

Tata Teleservices Limited along with its subsidiary Tata Teleservices (Maharashtra) Limited (NSE: TTML, BSE: 532371) (Tata Teleservices) is a growing market leader in the Enterprise space. It offers a comprehensive portfolio of voice, data and managed services to enterprises and carriers in the country under the brand name Tata Tele Business Services (TTBS). Tata Teleservices has an extensive, high quality and robust wireline network and offers its products and services in more than 60 cities across India. Tata Teleservices has one of the largest enterprise-focused teams in the industry with deep customer engagement and technology orientation offering focused sales and service experience to customers. Tata Teleservices (Maharashtra) Limited is listed on BSE and NSE in India.

**For more information, please visit: <https://www.tatatelebusiness.com>**

**For further queries, please contact -**

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