



November 30, 2023

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

National Stock Exchange of India Ltd.  
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 30, 2023, 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

Tel: 91 22 6661 5111 | Email : [investor.relations@tatatel.co.in](mailto:investor.relations@tatatel.co.in) | Website: [www.tatatelebusiness.com](http://www.tatatelebusiness.com)

CIN: L64200MH1995PLC086354

## Tata Tele Business Services Collaborates with Truecaller to offer 'Verified Business Caller ID Solution'

*Empowering businesses to build strong relationships with customers, ensuring authentic and meaningful interactions with safe & efficient communication experience*

**New Delhi, November 30, 2023 :** [Tata Tele Business Services \(TTBS\)](#), one of India's leading B2B digital and cloud solutions providers, has collaborated with [Truecaller](#), the leading global communications platform. This collaboration introduces the innovative '**Verified Business Caller Id Solution**' to TTBS enterprise customers making a significant advancement in secure and efficient communication by providing an additional layer of identity, credibility, and spam prevention.

Establishing trust between enterprises and their customers is paramount in today's digital era. The Verified Business Caller ID solution suite by Truecaller promises to transform how TTBS enterprise customers interact with their users. Truecaller, through its Verified Business Caller ID solution, will enable users to instantly recognize verified business calls, displaying the brand and logo with precision. The solution ensures that when businesses call their customers, a distinctive green badge accompanies the caller ID, reassuring the authenticity of the business. This verified identity fosters an environment of trust where customers can confidently recognize and engage with legitimate callers.

### Verified Business Caller ID : Key features

- **Accurate Caller Id:** Presents Brand and logo accurately.
- **Green Highlight:** Gives positive reassurance to customer.
- **Verified badge:** Guarantees safety and legitimacy.
- **Protect:** Restrict name, logo, and tag edits by user community
- **Purpose of Call:** Communicates even before the call is picked-up, providing clarity and relevance of call

Brand protection measures are put in place to maintain the integrity of their verified identity, restricting access to editing the name, logo, and tags associated to avoid brand impersonation. Moreover, the advanced and dynamic features such as **Call Reason, Video Caller ID, Call Feedback** and other rich media offerings enhancing customer engagement.



*Speaking on this announcement, **Mr. Vishal Rally, Senior Vice President – Product and Marketing, Tata Teleservices** said, "We are committed to driving innovation and efficiency for enterprises through our solutions and our collaboration with Truecaller is a testament to this commitment. By integrating Truecaller's cutting-edge technology into our offerings, we aim to empower businesses with a seamless and secure communication solution that not only optimises operations but significantly augments customer trust and satisfaction".*

**Vishal Rally**



**Priyam Bose**

*Extending these thoughts on the collaboration, **Priyam Bose, Global Head GTM & Developer Products at Truecaller** said, “At Truecaller, we understand the significance of trust and authenticity in the modern business landscape. This strategic collaboration with TTBS allows us to extend our Verified Business services to enterprises, ensuring their credibility and reliability to millions of users within the Truecaller community. By leveraging our advanced verification technology with TTBS robust network, we are committed to providing businesses with a unique tool to verify their authenticity and solidify their connections with customers”.*

The Verified Business Badge acts as a safeguard against any unauthorized changes to essential brand information, protecting businesses from potential misuse and ensuring consistent brand representation. So far, over 2000+ active businesses across India and other vital global markets have benefitted from the Verified Business Caller ID and other advanced communication capabilities. Besides improving business call efficiency, the solution has significantly brought down phone call-related frauds and scams, promoting heightened customer safety in business communications. TTBS and Truecaller's strategic collaboration underscores their shared commitment to transforming customer communication and elevating the standard of trust and transparency in every business interaction.

With a strong focus on delivering cutting-edge technology and exceptional customer services, TTBS is enabling a ‘digital-first’ ecosystem for businesses to become digitally agile. For this, TTBS has taken several initiatives in recent times to empower businesses with innovative and reliable solutions that help them maintain smooth operations in a flexible, scalable, and secure manner. The company’s Smart Business Solutions portfolio comprises of **Smartflo CCaaS** suite, an advanced cloud communication suite integrated with omni-channel capabilities, **SmartOffice-** a one-box start-up kit with voice, data, apps, storage & much more, **Smart Internet** Leased Line with built in cloud security, **SD-WAN iFLX** an intelligently flexible solution for network optimization and a comprehensive suite of cyber security solutions.

### **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 Connectivity, Collaboration, Cloud & SaaS, Security, and Marketing solutions for businesses 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/>**

**About Truecaller**

We enable safe and relevant conversations between people and make it efficient for businesses to connect with consumers. Fraud and unwanted communication are endemic to digital economies, especially in emerging markets. We are on a mission to build trust in communication. Truecaller is an essential part of everyday communication for over 356 million active users, with more than a billion downloads since launch and close to 50 billion unwanted calls identified and blocked in 2021. Headquartered in Stockholm since 2009, we are a co-founder-led, entrepreneurial company, with a highly experienced management team. Truecaller has been listed on Nasdaq Stockholm since October 2021. Visit [truecaller.com](https://business.truecaller.com/) for more information.

**For more information, please visit: <https://business.truecaller.com/>**

**For further queries, please contact -**

Sameer Lal

Corporate Communication

Tata Teleservices

Email: [sameer.lal@tatatel.co.in](mailto:sameer.lal@tatatel.co.in)

\*\*\*\*\*