

Tanla announces partnership with RIM in the Middle East

Hyderabad, May 14, 2012: Tanla Solutions, the leading provider of Mobile Payments and Rights management solutions, today announced that it is working with RIM in the Middle East to deliver Applications Gift Card solutions using its proprietary license management solution for rights management, in application payments and redemption.

Through the Gift Card, consumers receive 20 apps that are bundled with the phone. Users can access the Gift Card by scanning a QR code or through RIM's application store, App World. This takes the users to a discovery application, hosted on app world, where the user can see all the content available in the offer. RIM uses these cards to reward blackberry users for their loyalty as well as to purchase new phones.

“Using Tanla's License Management solution, RIM has the ability to target users based on device, operator, country and pins. All downloads for the gift card are delivered through app world providing a seamless user experience,” said Uday Kumar Reddy, Chairman and Managing Director Tanla Solutions. “We have added exciting new features to our License Manager platform to include location based in application redemption and social gaming support and are encouraged that these are beginning to show results.”

About Tanla

Tanla Solutions [BSE: 532790 | NSE: TANLA] founded in the year 1999, a Hyderabad based Indian company is a leading provider of 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's 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 use Tanla mobile payment gateway to market their applications/ content globally. Its License Manager product is embedded in more than 400 million handsets globally and used by several Mobile Operators to provide try & buy and Games Club services.

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