



January 10, 2025

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 January 10, 2025, 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

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CIN L64200MH1995PLC086354

TTBS Celebrates IT Professionals Day, Calling on Businesses to Recognize Their Tech Heroes

Leads the Charge with #DontForgetToThankIT Campaign

New Delhi, January 10, 2025: , [Tata Tele Business Services \(TTBS\)](#), India's leading enabler of connectivity and communication solutions, celebrates second edition of the '**IT Professionals Day**' today on January 10, reinforcing its commitment to honoring IT professionals who are the backbone of the digital age. With the [#DontForgetToThankIT](#) campaign, TTBS continues its tradition of recognizing the important role played by IT professionals in ensuring seamless operations and driving digital transformation across industries.

Introduced in 2024, IT Professionals Day was conceptualized by TTBS to provide recognition for IT teams and individuals. The date, January 10, symbolically reflects the binary code 10.01, which forms the foundation of the digital ecosystem. Since its launch, this annual celebration has grown into a key initiative for TTBS, serving as a platform for organizations and individuals to honor and appreciate the often-overlooked heroes of the digital realm.



This year's campaign celebrates the resilience, creativity, and innovation of IT professionals while also highlighting key technology trends shaping the industry. Cloud adoption continues to gain momentum as businesses seek scalable and secure solutions, with IT professionals leading these complex transitions. Cybersecurity remains a top priority as digital threats become more sophisticated, requiring IT teams to work smart to safeguard critical organizational assets. Additionally, artificial intelligence and machine learning are revolutionizing workflows, and IT professionals are at the forefront of integrating these technologies into business processes.

Mr. Vishal Rally, Sr. Vice President – Product and Marketing, Tata Teleservices, shared his thoughts on the occasion: *“IT Professionals Day has evolved beyond a celebration—it is a heartfelt tribute to the indispensable contributions of IT professionals who shape the digital landscape. TTBS is proud to empower these professionals with cutting-edge solutions that enable them to drive innovation and deliver measurable business success.”*

As part of the campaign, TTBS launched digital content celebrating the achievements of IT teams and encouraging businesses to join the movement by recognizing their own IT professionals. Employees, partners, and industry stakeholders actively engaged, amplifying the message of gratitude and appreciation.

Link to the campaign: <https://itprofessionalsday.co.in/>

Video - https://youtube.com/shorts/9SwcE6kXM3c?si=0AP792pkdKlrZY_4

TTBS's #DontForgetToThankIT initiative is a testament to the brand's commitment in empowering the IT community with solutions that address the challenges of a rapidly evolving technological landscape. By celebrating IT Professionals Day, TTBS aims to build a culture of acknowledgment and respect for those who ensure the continuity and advancement of digital infrastructure. As the campaign gains momentum, TTBS invites other brands and stakeholders to come together and honor the invaluable contributions of IT professionals, the architects of our connected world.

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 team 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>

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