



September 22, 2021

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 September 22, 2021, 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 | Fax: 91 22 6660 5517 | Email : investor.relations@tatatel.co.in
Website: www.tatateleservices.com | CIN: L64200MH1995PLC086354

Tata Tele Business Services Unveils 'Customer Experience Platform' (CEP) For Businesses

CEP: Virtual Product Experiential Center, An Industry First Initiative



New Delhi, September 22, 2021 [Tata Tele Business Services \(TTBS\)](#), leading enabler of digital connectivity and collaboration solutions for Enterprises in India has introduced industry's first '[Customer Experience Platform \(CEP\)](#)' enabling a complete digital experience for their enterprise customers and partners. CEP is an innovative medium to bring the product virtual self-experience closer to the customers, at their availability and comfort. CEP will serve as a one-stop digital guide for customers to better experience TTBS products and make speedy and informed decisions.

CEP has been conceptualised and developed by solution and product architects at TTBS and highlights company's commitment to bring forth world -class, secure and intuitive digital platforms for enhanced customer experience. CEP has received very encouraging response from customers during beta phase.

- CEP provides seamless virtual product experience for key product offerings by TTBS
- Enhances knowledge and accessibility through in-built product documents, product demo videos and case studies
- Integrated support mechanism with Chat Bots and FAQs, along with Call-to-Action buttons for easy call connect with TTBS technical experts.

CEP will enable the channel partners and TTBS team to easily communicate about specific product related details to the customers. Customers will be provided secured log-in credentials to experience the product virtually and feel how it can be beneficial to their business with product demo videos and related industry specific case-studies. This is a user -friendly, collaborative solution built for 'faster, simpler, and closer' approach for TTBS customers and partners.

*Speaking on the occasion, **Mr. Joyjeet Bose, Senior Vice-President, Tata Teleservices said**, "In today's world, "Experience before you buy" mindset is reshaping how customers purchase tech products. There is nothing more powerful than allowing customers to see and feel how things will be better if they buy a product. Customer Experience Portal does just that, it lets customers understand and experience how our product or solution truly solves their business challenges. Customer Experience Portal reaffirms our customer-first ideology as it truly redefines customer experience through a highly engaging integrated platform."*

CEP platform is fully secure, as the credentials of the customer who experience this platform remain confidential and login to the portal is done via OTP based MFA which ensures only the right party can access the services. CEP also acts as a comprehensive learning platform till the time the user is not completely acquainted or familiarized with the flow of use. On successfully experiencing the platform, feedback is taken to share their experience which is a part of dashboard to be accessed by Channel Partner or Sales. The whole cycle is automated to provide a seamless experience to the customer.

“Customer Experience Portal will further improve the efficiency of our internal operations as it will enable our solution experts to better analyse the data of customers and offer customized solutions for them. It’s a well-tested platform for our Channel partners where they will be able to refer to a detailed guide of different product portfolios, and technical information related to the same. Customers will be able to securely connect with our experts through chat bots and one-tap call assistance.”, added Mr. Joyjeet Bose.

The entire digital mechanism runs with a comprehensive dashboard that covers features such as User Guides, 13+ IoT, hosted & cloud-based products videos, presentations, brochures & other related documents. In addition to this, industry specific case studies, FAQs for instant query resolution and Live Demo for self-experience of the product. Along with that, it will be included with integrated live chatbot and online voice support via click to call for expert support.

Key advantages and benefits of CEP:

- Higher Customer Engagement & Acquisition
- Increased Customer Loyalty
- Encourages digital culture (with improved collaboration)
- Increased agility and improved productivity & automation
- Reduced Cost of Service & enhancement in revenue
- Encompassing the sales enablement tool
- Reachability to mass with no boundaries to increase digital footfall
- Facilitate with online subscription of services for faster conversion

TTBS has taken several initiatives in the recent times to empower Enterprises with innovative and reliable solutions as they move up the digital transformation curve. The company has strengthened its portfolio of enterprise grade solutions such as Smartflo – an advanced cloud communication suite, SmartOffice- a one-box start-up kit with voice, data, apps, storage & much more, Ultra-Lola, Smart Internet Leased Line, collaboration solutions, IoT, document management services, SD-WAN iFLX an intelligently flexible solution (built on Fortinet’s platform) for network optimization, and a comprehensive suite of cyber security solutions across industries. It has also recently partnered with Zoom Video Communications, Inc. to offer world-class unified communication solutions to Enterprises. All these solutions appropriately address the needs arising out of a distributed and remote working environment and enable customers to maintain business continuity in a flexible, scalable, and secured manner.

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 -

Sameer Lal

Corporate Communication

Tata Teleservices

Email: sameer.lal@tatatel.co.in