



Tanla Platforms Limited
(Formerly known as Tanla Solutions Limited)
Tanla Technology Center
Hi-tech city Road, Madhapur,
Hyderabad, India - 500081
CIN: L72200TG1995PLC021262

T: +91-40-40099999
info@tanla.com
www.tanla.com

September 24, 2021

To,

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| BSE Limited. Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001 Scrip Code: 532790 | National Stock Exchange of India Ltd. Exchange Plaza, Plot No. C/1, Block-G, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 Symbol: TANLA |
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Dear Sir / Madam,

Subject: Message from Chairman & CEO during 25th Annual General Meeting.

With reference to the subject cited above, we are enclosing herewith Message from Mr. D Uday Kumar Reddy, Chairman & CEO of the Company to the Shareholders of the Company during the 25th Annual General Meeting of the Company.

Thanking you.

For **Tanla Platforms Limited**
(Formerly known as Tanla Solutions Limited)




Seshanuradha Chava
Company Secretary & Compliance Officer
A15519

Dear Shareholders, a warm welcome to all of you.

I'm delighted to be speaking with you, live today from our Hyderabad headquarters. Let's take a moment to send our heartfelt wishes to all our near & dear ones. We look forward to better days ahead.

We had a stellar year. I consistently describe to you, that the basic principles and strategies we use to build this company are nurturing talent, obsession with customer success, constantly investing in platform, maintaining financial discipline, and constantly improving governance while lifting up the communities.

Let me first talk about our employees, the single largest investment we have made for nearly 2 decades and in fact around 5% of Tanla stock is owned by our teams.

Our employee engagement scores are soaring and they are really happy & proud to be a part of Tanla. Basically, our team is just fired up to be the fastest growing Cpaas company at a scale in the world.

We added 250 new hires in Block Chain, AI, ML & Cryptography technologies. In terms of Tanla growth trajectory we have built an unprecedented organic innovation engine. I am extremely happy to share that we are building a 92,000 sq.ft Innovation & Experience centre in Hyderabad, to be operational in Q4 of this year.

This centre will allow us to develop and showcase our cutting-edge technologies & platform to our customers & partners. I look forward to showcasing this centre to some of you as well.

Let me talk about our customers now:

For a SaaS / Cpaas company, the industry tracks 2 key metrics, customer growth & customer retention, which will result in customer lifetime value.

Let me now share Tanla's customers key metrics, which are by far the benchmark in Cpaas industry.

We are humbled to be serving leading brands across industry for around a decade. To name a few HDFC, SBI, ICICI Bank, Axis Bank, Government of India, Google and Face Book. Some of the marquee new-age brands such as FlipKart, Free charge, Razor pay, Whitehat Junior are also our customers.

Our customers with annual revenue of greater than One Crore, have grown 31 % CAGR over the past 4 years.

More than 60% of our current revenue comes from customers who are using our platform for more than 5 years and our customer retention is very high. In fact, we have never lost a single large customer in last 1 decade.

Ladies & gentlemen, we are a platform company with an outstanding track record of commercialising platform at a scale.

We are humbled with Trubloq platform being the world's largest blockchain use case processing nearly 1 Billion transactions a day and raising a new bar every month.

As mentioned earlier, Wisely is our “One platform” strategy, launched in partnership with Microsoft. We witnessed a significant traction in India. One of the largest consulting firms in the world, is working with us on Wisely strategy to serve global markets, and we are expected to launch Wisely globally in Q4 of this year.

We are not here to rip & replace legacy vendors. In fact, we are lowering the competitive friction with a partnership approach. I have been personally driving partnership programme and I’m happy to share that we will soon announce 2 significant partnerships on Wisely Platform.

You heard me speak about People, Customers, Platforms, and Partnerships, what does it really mean to all of us, as shareholders?

Tanla is an undisputed Cpaas market leader in India with 42% revenue market share and we are very excited about Indian opportunity. The existing market is expected to grow by 15% annually and the entry of new age companies in areas of ad-tech, ed-tech, fintech and gaming will also add to market growth by more than 5%. Trubloq, our DLT platform, has multiple use cases in India going forward which will add sizeable market opportunity for us. We also see opportunities in conversational platform and OTT channels which will further expand the market. In-fact one of the partnerships that I talked about earlier, will help us become a leading player in India in conversational platform and OTT channels.

Tanla is arguably amongst the Top 5 global Cpaas companies. We are ahead of large global Cpaas peers like Twilio and Ring Central on efficiency and return metrics with the exception of Gross Margin %. Our One Platform strategy with Wisely and global expansion shall help us bridge the gap on gross margin over a period.

Tanla stock is owned by marquee investors like Capital, Vanguard, MIT, SBI Life Insurance. It is also important to note that Tanla stock is owned by more than 77,000 retail investors.

While we don’t run the company worrying about the stock price in the short run, in the long run our stock price is a measure of the progress we have made over the last 2 decades. Tanla stock was the best performing stock in India last year. We also recognize the fact that we need to aggressively engage with the investor community going forward.

You heard our Board members, auditors and consulting partners. Governance has been of utmost importance to us, and we continue to strengthen going forward. Our governance charter enables us to contribute to the community. We have formed an ESG council and have a dedicated team to drive the ESG mandate. We have formed Tanla Foundation, to serve the cause.

To summarize, adherence to these guiding principles allows us to drive good organic growth and manage our capital allocation efficiently including dividends and stock buybacks, as consistently demonstrated over the past 2 years.

Thank you for your time. Thank you for your trust in Tanla.

I am looking forward to taking your questions along with Deepak, Aravind and Anuradha.

I now request Ritu to moderate the Q&A session.

This discussion might contain statements that are forward looking in nature. All statements other than statements of historical fact could be deemed as forward-looking in nature. Such statements are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified.

In order to provide more transparency and to help understand our business better, we are providing indicative data around the market size and our relative share which has been arrived at basis our detailed internal analysis. This must not be seen as a positioning statement of the company, and one should not rely on the company's disclosure for their assessment of the market size.