



Tanla Platforms Limited
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January 20, 2021

To,

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001 Scrip Code: 532790	National Stock Exchange of India Ltd. “Exchange Plaza” Bandra-Kurla Complex, Bandra (East), Mumbai - 400 051 Symbol: TANLA
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Dear Sir/Madam,

Sub: Press Release – New Platform Launch

Pursuant to Regulation 30 of SEBI (LODR) Regulations, 2015, please find attached herewith the Press Release w.r.t. launch of new platform by Tanla Platforms Limited.

This is for your information and necessary records.

Yours faithfully,

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




Seshanuradha Chava
General Counsel and Chief Regulatory Officer
ACS-15519

Encl.: as above



Tanla partners with Microsoft to launch blockchain-enabled CPaaS platform, Wisely

- Built on Microsoft Azure, the edge-to-edge global blockchain network for omni-channel communication offers private, secure, and trusted experiences
- Wisely Marketplace enables enterprises to discover suppliers and service providers globally
- Tanla to co-sell with Microsoft globally
- Platform granted three patents in cryptography and blockchain processes by the United States Patents & Trademark Office

Hyderabad, January 20, 2021: Tanla Platforms Limited and Microsoft today announced the launch of Wisely, a blockchain-enabled communications platform-as-a-service (CPaaS) offering built on Microsoft Azure. A unique marketplace for enterprises and suppliers, Wisely offers a global edge-to-edge network that delivers private, secure, and trusted communication experiences. Microsoft is the development partner who architected and built this platform for Tanla.

Uday Reddy, Chairman & CEO of Tanla Platforms Ltd., said, *"We're excited to launch Wisely, our new global platform powered by Microsoft. It is a gamechanger for enterprises, mobile carriers, OTT players, marketers, and industry regulators. With the launch of Wisely, Tanla continues to be a market leader in the domain of commercial communication by enabling trusted customer experiences."*

The Wisely network takes advantage of Microsoft Azure Kubernetes Service, Azure Cosmos DB, Azure Databricks as well as Azure PostgreSQL Database and other Azure services. Enterprises can access the network with a single API offering omni channel capabilities. Edge-to-edge encryption ensures data security and data privacy for end users. The network built on blockchain provides complete data visibility, enabling a single source of truth for all stakeholders. The AI/ML powered insights help enterprises improve quality of service and reduce costs. The platform ensures compliance with local regulatory practices and data protection laws as well as best-in-class service frameworks.

Omar Abbosh, Corporate Vice President, Cross-Industry Solutions, Microsoft, said, *"Disruption isn't part of the journey, it is the journey. Leading and thriving requires a commitment to perpetual transformation, and the cloud is where and how this happens. Data security and privacy is an important component, and Wisely leverages the flexibility and reliability of Microsoft Azure to provide another great business communication option for our enterprise customers."*

The Wisely marketplace is built for digital commerce, and enterprises can discover and collaborate with suppliers for their evolving communication needs. Having both enterprises and suppliers verified on Wisely creates a trusted ecosystem among all stakeholders. Enterprises can 'bring their own supplier' or choose from an expansive list of available channels and suppliers. The marketplace allows easy onboarding of existing suppliers and contracts so enterprises can discover, try, and expand globally with new partnerships. The blockchain-enabled marketplace generates zero-dispute single-source settlement reports for all stakeholders.

Wisely has been granted three patents in cryptography and blockchain processes by the United States Patents & Trademark Office. Through the co-selling agreement with Microsoft, Wisely can reach new customers worldwide and sell both with Microsoft and other partners.

**About Tanla:**

Tanla Platforms Limited (NSE: TANLA; BSE 532790) transforms the way the world collaborates and communicates through innovative CPaaS solutions. Founded in 1999, it was the first company to develop and deploy A2P SMSC in India. Today, as one of the world's largest CPaaS players, Tanla enables communication between enterprises and their customers through multiple channels including SMS, Voice, email, RCS, OTTs such as WhatsApp, FB messenger, and push notifications. Tanla processes more than 800 billion interactions annually and about 70% of India's A2P SMS traffic is processed through its distributed ledger platform-Trubloq, making it the world's largest Blockchain use case. Tanla touches over a billion lives carrying mission critical messages meeting the needs of the world's largest enterprises in telecom, retail, BFSI and media by adopting cutting-edge technologies like blockchain, Artificial Intelligence, Machine Learning to name a few. Tanla Platforms Limited is headquartered in Hyderabad, India and is expanding its presence globally. Tanla shares are traded on the Bombay Stock Exchange & National Stock Exchange.

About Microsoft India:

Microsoft (Nasdaq "MSFT" @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more. Microsoft set up its India operations in 1990. Today, Microsoft entities in India have over 11,000 employees, engaged in sales and marketing, research, development and customer services and support, across 11 Indian cities – Ahmedabad, Bengaluru, Chennai, New Delhi, Gurugram, Noida, Hyderabad, Kochi, Kolkata, Mumbai and Pune. Microsoft offers its global cloud services from local data centres to accelerate digital transformation across Indian start-ups, businesses, and government organizations.

For more information, contact:**Microsoft India****Tithi Sarkar**tithi.sarkar@microsoft.com**Current Global****Eshan Dhar**edhar@currentglobal.com**Tanla Platforms****Sai Deepika Amirapu**deepika.amirapu@tanla.com**Genesis BCW****Rishiraj Barik**rishiraj.barik@genesis-bcw.com