



 **Tanla Platforms Limited**
Tanla Technology Centre,
Madhapur, Hyderabad,
Telangana, India - 500081
CIN: L72200TG1995PLC021262

 +91-40-40099999
 91-40-23122999
 info@tanla.com
 www.tanla.com

February 26, 2024

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” Bandra-Kurla Complex, Bandra (East), Mumbai - 400 051 Symbol: TANLA |
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Dear Sir / Madam,

Sub: Intimation for launch of New Product Trubloq.ai

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that Tanla is delighted to announce the launch of its new product **Trubloq.ai** on February 26, 2024.

The details of the said product are as follows:

| | |
|---|---|
| Name of the product | Trubloq.ai |
| Date of launch | February 26, 2024 |
| Category of the product | Trubloq.ai , leveraging generative AI to elevate the trusted Trubloq experience. |
| Whether caters to domestic/international market | Domestic |
| Name of the countries in which the product is launched (in case of international) | NA |

We are also enclosing Press Release w.r.t. to the announcement “Tanla The next generation of DLT is here: Tanla launches Trubloq.ai”

We request you to take the above information on record.

Thanking you.

Yours faithfully,
For **Tanla Platforms Limited**

Seshanuradha Chava
General Counsel and Company Secretary
ACS-15519

Encl: As above



Tanla The next generation of DLT is here: Tanla launches Trubloq.ai

Hyderabad, India, 26 Feb 2024: Tanla, a **market leader** in the DLT scrubbing market for SMS launched **Trubloq.ai**, leveraging generative AI to elevate the trusted Trubloq experience. Trubloq.ai helps enterprises, telcos, regulators, and users in multiple ways – e.g., **reducing registration time for headers and templates by 80-90%** through content recommendations and auto approvals, creating a **one stop portal** for cleaning up all digital assets while ensuring **100% compliance, strengthening user protection** through intelligent compliance suggestions and whitelisted CTAs and multiple more.

“I am very excited by the launch of Trubloq.ai, another greenfield innovation to our flagship blockchain product Trubloq by leveraging Gen AI in content creation and recommendation, helping digital assets be fully compliant and whitelisting CTAs to protect from malicious actors in line with Tanla’s purpose of empowering consumers and enabling companies.” said Uday Reddy, Chairman, Founder and CEO of Tanla Platforms.

Spam has been a menace with **India featuring among top 20 countries for spam** and 70%+ people reporting to have received 4+ unwanted messages every day. India’s telecom regulator **TRAI has been at the forefront** of solving the spam problem with regulations like TCCCPR 2018. Tanla’s solution to the regulatory objectives resulted the **largest blockchain use case in the world** to curb spam using registration and scrubbing of all digital assets. It has reduced spam by over 60% while being used by 3 / 4 top telcos in India.

“Tanla is committed to pioneering the anti-spam space with innovative solutions. Trubloq.ai aims to build on the success of Trubloq and provide a revolutionary new experience to stakeholders in enterprise communications.” said Puneet Gupta, Director of Products at Tanla.

Trubloq.ai utilizes **generative AI to reduce enterprise SMS cost** by 10-15% through template optimization and 10-20% higher CTRs with intelligent templates. With the use of registration APIs, automatic asset approval, and brand-specific short URLs with high recall, **SMS promotional campaigns can now be fully executed within just 20 minutes**. Furthermore, the solution contributes to cost savings by automating registration of headers and templates, while simultaneously reducing complaint volumes through **rigorous, automated compliance checks** and the use of whitelisted CTAs.

About Tanla

Tanla 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, it processes more than 800 billion interactions annually and about 63% of India’s A2P SMS traffic is processed through Trubloq, making it the world’s largest Blockchain use case. Wisely, Tanla’s patented enterprise grade platform offers private, secure, and trusted experiences for enterprises and mobile carriers. Tanla Platforms Limited is headquartered in Hyderabad. Tanla is listed on two national exchanges, the NSE and BSE, (NSE: TANLA; BSE:532790) and included in prestigious indices such as the Nifty 500 and BSE 500, Nifty Digital Index, FTSE Russell and MSCI.