



 **Tanla Platforms Limited**
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Date: August 28, 2024

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 Madam/Sir,

Subject: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are enclosing herewith the Press Release dated August 28, 2024, titled “**Tanla implements TRAI’s Directive: Pioneering SMS Scam Protection with URL and Callback Number Whitelisting**”.

The above information is also available on the website of the Company: www.tanla.com.

This is for your information and records.

Thanking you,

Yours faithfully,
For **Tanla Platforms Limited**

Digitally signed by
SESHANURADHA
CHAVA
DHA CHAVA
Date: 2024.08.28
09:40:29 +05'30'

Seshanuradha Chava
General Counsel and Company Secretary
ACS-15519



Tanla implements TRAI's Directive: Pioneering SMS Scam Protection with URL and Callback Number Whitelisting

Key Takeaways:

- **Enhanced Security:** Tanla's Registration.ai module on Trubloq ensures robust protection by registering and whitelisting all CTAs, backed by AI-driven checks against spoofing and brand identity theft.
- **Regulatory Compliance:** The module is fully aligned with TRAI's latest directives, ensuring all messaging activities meet regulatory directions, including DLT integration and traceability.
- **Proactive Scam Prevention:** With features like scrubbing and a secure URL shortener, Registration.ai blocks non-compliant SMS, significantly reducing the risk of scams.

Mumbai, August 28, 2024: Tanla Platforms Limited, India's leading Communications Platform as a Service (CPaaS), has announced the launch of Registration.ai, a new module under its industry-leading platform, Trubloq. This launch at the **Global Fintech Festival, Mumbai** is a direct response to the **recent directives issued by the Telecom Regulatory Authority of India (TRAI)**, dated 20th August 2024, aimed at curbing the misuse of messaging services and protecting consumers from fraudulent practices. This launch makes Tanla the first player to launch a solution in line with TRAI's directive.

Our studies reveal that phishing is a major threat in India, now **ranking third globally**, with scams targeting every segment of society, from the privileged to the underprivileged. **SMS has emerged as the primary channel for scam origination** contributing to **monthly attacks of over 200 million**, before subsequently transitioning to other channels such as voice and OTT (over-the-top) messaging channels for closure. Registration.ai is positioned as a critical tool in this fight, designed to ensure that all messaging activities comply with the latest regulatory standards, while also enhancing user experience.

Key Features of Registration.ai on Trubloq:

- **Registration:** Comprehensive registration and whitelisting of all CTAs (URLs, phone numbers, WhatsApp links) on the DLT platform. Powered by AI, the module ensures robust protection against spoofing and brand identity appropriation.
- **URL Shortener:** Integrated within the DLT system, this feature enhances user experience by providing a secure and traceable URL shortening service.
- **Scrubbing:** Blocks SMS containing non-whitelisted CTAs, effectively preventing scams and protecting users.

Uday Reddy, CEO & Founding Chairman of Tanla Platforms Limited, stated "With the launch of Registration.ai, we are taking a significant step forward in our mission to create a secure messaging environment. This module is not just a compliance tool but a proactive measure to protect our citizens and uphold the integrity of digital communication."

"We listen closely to the entire ecosystem. Our expertise in building sustainable and innovative solutions has allowed us to be ready in no time with this new directive. The Registration.ai module reflects our commitment to addressing the critical needs of regulators, subscribers, telecom operators and enterprises alike, ensuring a secure and trustworthy digital world." added Puneet Gupta, Director-Products of Tanla Platforms Limited.



About Tanla Platforms Limited

Founded in 1999, Tanla Platforms Limited has revolutionized digital interactions by empowering users and enabling enterprises through its innovation-led SaaS business. With a unique enterprise and user-centric approach, Tanla has emerged as a leader in the CPaaS industry dominating data security, privacy, spam and scam protection. Headquartered in Hyderabad (India), Tanla is the preferred partner for over 2,000 enterprises across various industries, including global tech giants like Google, Meta, and Truecaller. Tanla is recognized as a 'Visionary' in the 2024 Gartner® Magic Quadrant™ for CPaaS and is ranked among the "1000 High-Growth Companies in Asia Pacific" by the Financial Times. Tanla is publicly traded on the NSE and BSE (NSE: TANLA; BSE: 532790) and is included in prestigious indices such as the Nifty 500, BSE 500, Nifty Digital Index, FTSE Russell, and MSCI.

Safe Harbour

This information contains "forward-looking" statements, and these statements involve substantial risks and uncertainties. All statements other than statements of historical fact could be deemed forward-looking, including, but not limited to, expectations of future operating results or financial performance, market size and growth opportunities, the calculation of certain of our key financial and operating metrics, plans for future operations, competitive position, technological capabilities, and strategic relationships, as well as assumptions relating to the foregoing. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified. In some cases, you can identify forward-looking statements by terminology such as "expect," "anticipate," "should," "believe," "hope," "target," "project," "plan," "goals," "estimate," "potential," "predict," "may," "will," "might," "could," "intend," "shall," and variations of these terms or the negative of these terms and similar expressions. You should not put undue reliance on any forward-looking statements. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved, if at all.

Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control. Our actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors. If the risks or uncertainties ever materialize or the assumptions prove incorrect, our results may differ materially from those expressed or implied by such forward-looking statements. We assume no obligation and do not intend to update these forward-looking statements or to conform these statements to actual results or to changes in our expectations, except as required by law.

This contains statistical data, estimates and forecasts that are based on independent industry publications or other publicly available information, as well as other information based on our internal sources. This information involves many assumptions and limitations, and you are cautioned not to give undue weight to these estimates. We have not independently verified the accuracy or completeness of the data contained in these industry publications and other publicly available information. Accordingly, we make no representations as to the accuracy or completeness of that data nor do we undertake to update such data after the date of this information.

By receiving this, you acknowledge that you will be solely responsible for your own assessment of the market and our market position and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of our business.