



March 3, 2022

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,

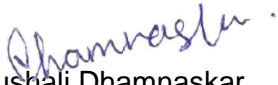
**Subject: Press Release**

We enclose herewith the Press Release dated March 3, 2022, 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

  
Vrushi 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](mailto:investor.relations@tatatel.co.in)  
Website: [www.tatateleservices.com](http://www.tatateleservices.com) | CIN: L64200MH1995PLC086354

## Tata Tele Business Services honoured with prestigious CII Customer Obsession Awards for 'Active Customer Engagement'

**New Delhi, March 03, 2022:** [Tata Tele Business Services \(TTBS\)](#), leading enabler of connectivity and cloud solutions for businesses in India has won the prestigious 'Active Customer Engagement' award as part of [CII Customer Obsession Awards 2021](#), which recognises **excellence through technology and innovation**.

CII Customer Obsession Award recognizes businesses that demonstrate the highest level of commitment towards their customers by following a 'customer first' approach and continuously promote customer-centric culture across their value chain. The winner is selected after comprehensive analysis of the company's profile, leadership role and strategic focus on customer centricity and the rigorous guidelines set by CII to meet customer satisfaction.

*Speaking on the occasion, **Mr. Vishal Rally, Sr Vice- President, Product and Marketing, Tata Teleservices** said, "We are delighted to receive this prestigious award from CII. This award is an affirmation of the "customer centric" culture that we bring across customer life cycle stages. An industry recognition, such as this, motivates us to work harder, encourages us to anticipate customer requirements earlier and deliver superior customer experience. We are committed to bring advance digital solutions that enable our customers to be more productive, become future-ready and help them to 'Do Big' in their businesses."*

Confederation of Indian Industry (CII) in 2016, institutionalized 'CII Award for Customer Obsession' for promoting a Customer Obsession Culture among Indian Industry. The program also helps organizations to understand various elements that are critical for delivering superior customer experience across the value chain. The award program is based on the requirements of the 'CII IQ Excellence Framework for Managing Customer Experience'.

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 and storage, SD-WAN iFLX - an intelligently flexible solution (built on Fortinet's platform) for network optimization, EZ Cloud Connect - a dedicated private network gateway to public clouds, Ultra-Lola, Smart Internet leased line with built-in security and manageability, collaboration solutions, IoT solutions, cloud applications, and a comprehensive suite of cyber security solutions across industries. It has also 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 secure 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](mailto:sameer.lal@tatatel.co.in)