



 **Tanla Platforms Limited**
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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- Tanla aims to make digital commerce easier for Indian SMBs with WhatsApp-based solutions.

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the Press Release titled- **Tanla aims to make digital commerce easier for Indian SMBs with WhatsApp-based solutions.**

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 aims to make digital commerce easier for Indian SMBs with WhatsApp-based solutions

Hyderabad, India, 26 Feb 2024: Tanla, a market leader in the cloud communication space in India has been playing a key role in business messaging across industries such as BFSI, Travel, E-Commerce & Logistics. Tanla has developed several tailor-made solutions that enable conversational commerce for large businesses, public sector entities and SMBs. Conversational commerce is expected to play a pivotal role in driving digital commerce growth for SMBs in India, in line with the Government initiatives.

A WhatsApp-based solution by Tanla specifically addresses SMBs' **need of simplifying the end-to-end process** – from selling products on WhatsApp to engaging with customers. Equipped with rich media, messaging list, flows, catalogue management and many more advanced features, the solution enables **ONDC seller app interface on the WhatsApp platform**.

“The solution is aimed at simplifying commerce for SMB retailers by offering easy store registration on ONDC, order fulfilment in less than 2-3 clicks and customer engagement solution to generate more business. The solution will enable ubiquity across platforms and providing a ‘one-seller app experience’ (without having to download multiple standalone apps”, said a company’s spokesperson

“Our partnership with ONDC aims to enable and educate small businesses in building seamless conversational buyer and seller experiences on WhatsApp and our business solution partners will play a critical role in this endeavour. We are excited to see a partner like Tanla taking a lead in simplifying the onboarding experience for small businesses and helping them leverage the power of digital commerce.” said Ravi Garg, Director Business Messaging, Meta in India

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.