



Tanla Platforms Limited
(Formerly known as Tanla Solutions Limited)
Tanla Technology Center
Hi-tech city Road, Madhapur,
Hyderabad, India - 500081
CIN: L72200TG1995PLC021262

T: +91-40-40099999
info@tanla.com
www.tanla.com

August 26, 2022

To,

BSE Limited. Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001 Scrip Code: 532790	National Stock Exchange of India Ltd. Exchange Plaza, Plot No. C/1, Block-G, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 Symbol: TANLA
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Dear Sir / Madam,

Subject: Message from Chairman & CEO during 26th Annual General Meeting.

With reference to the subject cited above, we are enclosing herewith Message from Mr. D Uday Kumar Reddy, Chairman & CEO of the Company to the Shareholders of the Company during the 26th Annual General Meeting of the Company.

Thanking you.

For **Tanla Platforms Limited**

(Formerly known as Tanla Solutions Limited)




Seshanuradha Chava

Company Secretary & Compliance Officer

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I am delighted to see so many of you joining our AGM. A very warm welcome to all of you. We are humbled by huge shareholder participation across the world. From the last AGM to now, our shareholder base has increased from 77,000 to over two and half lakhs. In fact, I have seen many of you attending our AGMs consistently over the last many years. I always enjoy interacting with you and it gives me lot of energy and sense of purpose. Thank you for being here and I look forward to meeting you in person soon.

I am sure you had a chance to read our annual report in detail and I am sure you appreciate our constant efforts to increase the number of disclosures.

Please allow me to share my perspective on a few topics.

Let me start with the market opportunities for us.

I am very excited as I see strong industry tailwinds. We continue to see growth in digital interactions, with doubling of transacting users in the last 2 years. We estimate the India market size to grow from around Rs.9000 crores currently to over Rs. 25000 crores in the next 4 years. The global market size is expected to be well over \$50 billion.

So how are we addressing this opportunity – we have two engines of growth - Enterprise business and Platform business

On the enterprise side, Karix is the market leader by a distance, probably 3X the size of the nearest competitor in India. I am excited to share that we are working with industry leaders in every vertical, be it Financial services, ecommerce, fintech, gaming, as well as with Government. Karix has been outperforming the industry and we continue to see strong momentum going forward.

We continue to go big on Platform business. We have seen the success of our DLT platform Trubloq, which is the largest blockchain use case in CPaaS with over a billion transactions a day. To put this in perspective, Trubloq contributed around 15% of our total margins last year.

Wisely is our flagship platform and we have built this along with Microsoft. Wisely provides business solutions across customer engagement, regulatory compliance and secure communication to enterprises. On Wisely, we have 3 marquee exclusive partnership so far - Vi, Truecaller and Kore.ai.

We are already seeing success among our top customers. As an example, 3 out of the top 5 banks are on Wisely and this will reflect in our financial performance in the coming quarters.

Feedback on Wisely from our customers is encouraging and it will help us accelerate our innovation and partnerships on Wisely.

One of the questions I frequently get is on geographical expansion. Wisely is a global platform and can scale seamlessly across all geographies. Our go-to-market strategy is to offer the Wisely platform to our long-standing customers before we scale globally.

Why am I confident that our strategy will succeed – I strongly believe that our DNA of innovation, financial discipline and good governance will help us succeed.

Let me talk about our financial discipline. We are driving growth, we have best in class margins, we have strong cash flows and strong balance sheet. We are the most profitable pure play CPaaS company in the world. We are energized by building platforms and building businesses rather than acquiring business and numbers. We have consistently returned cash to shareholders through dividend and buyback. We recently announced our dividend policy – we are going to pay 30% of our consolidated PAT as dividend every year.

We want to set the bar on governance and have distinguished Board of Directors, auditors and partners. We have increased our disclosures significantly with quarterly shareholder reports and with this annual report. ESG is very core to us and we have integrated with our strategy. Mukund Rajan, who is a thought leader in this space is advising us on our ESG initiatives.

In conclusion, we are executing well and my exceptional team and I are fully geared to scale to the next phase of growth. Thank you for your trust and let us together build a glorious future for Tanla.

This discussion might contain statements that are forward looking in nature. All statements other than statements of historical fact could be deemed as forward-looking in nature. Such statements are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified.

In order to provide more transparency and to help understand our business better, we are providing indicative data around the market size and our relative share which has been arrived at basis our detailed internal analysis. This must not be seen as a positioning statement of the company, and one should not rely on the company's disclosure for their assessment of the market size.