



January 10, 2024

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 January 10, 2024, 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

Vrushali 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

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CIN: L64200MH1995PLC086354

Tata Tele Business Services unveils campaign '#DontForgetToThankIT' to Celebrate IT Professionals

~ #DontForgetToThankIT is crafted to recognize the efforts of the unspoken heroes - the IT Professionals in our daily lives~

New Delhi, January 10, 2024: Capturing the significance of invaluable contribution of IT Professionals towards nurturing of businesses across industries, [Tata Tele Business Services \(TTBS\)](#), country's leading enabler of connectivity and communication solutions for businesses has initiated **IT Professionals Day – January 10**, with the campaign thought of [#DontForgetToThankIT](#). The focus of the initiative is to urge businesses to celebrate and express gratitude to IT Professionals and IT Departments, who work diligently for seamless operations of our digital infrastructure.

The selection of the 10th of January as the celebratory day is a symbolic reflection of the binary digits 10.01- as they are the fundamental building blocks of the digital ecosystem. The campaign features two videos, spotlighting the irreplaceable role of IT professionals and the impact achieved through their focused efforts. TTBS also encouraged internal employees and business partners to partake in this virtuous initiative and show appreciation for the commitment and perseverance embodied by IT professionals. Leveraging digital & social media, furthering the goal of reaching a wider audience and maintaining sustained communication.

Link to the campaign: <https://bit.ly/ITProfessionalsDay>

Speaking on the launch of the campaign, **Mr. Vishal Rally, Sr. Vice President – Product and Marketing,**



Tata Teleservices said, “#DontForgetToThankIT” is not just a celebration; it's a heartfelt tribute to the IT professionals who navigate the digital frontiers, ensuring seamless operations and driving business innovation. At Tata Tele Business Services, we recognize the invaluable contributions of IT professionals who are the true architects of success in today's digital age. This initiative is a testament to our commitment to appreciating, acknowledging, and elevating the IT community, the backbone of every thriving enterprise. Through this celebration, we invite organizations, leaders, and individuals to join us in expressing genuine gratitude to the dedicated IT teams who make the extraordinary seem ordinary every day.”

Vishal Rally

In a world that often celebrates various professional roles, TTBS has taken the initiative to shine the spotlight on the unsung heroes – the IT professionals. Through **#DontForgetToThankIT”** campaign, TTBS aims to not only acknowledge but also deeply appreciate the hard work, dedication, and professionalism of IT heroes who play a pivotal role in



ensuring seamless operations, digital transformation, and business continuity. The collective participation of all stakeholders will undoubtedly amplify the impact of this celebration, making it a resounding tribute to the vital contributions of IT professionals.

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 Connectivity, Collaboration, Cloud & SaaS, Security, and Marketing solutions for businesses 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 team 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>

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