



July 17, 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 July 17, 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

50% of Indian SMEs prioritize Cloud for business expansion in FY2024, finds 'SME Digital Insights' Study

- 20% of SMEs have successfully migrated more than half of their workload to Cloud.
- Over half (51%) of SMEs surveyed prioritize Cloud for customer support.
- Nearly half (40%) of SMEs cite enhanced security as top Cloud driver.

New Delhi, 17th July 2024. Fuelled by India's growing digital acceleration, small and medium enterprises (SMEs) are rapidly leveraging Cloud for their competitive edge, according to a new '[SME Digital Insights](#)' study by [Tata Tele Business Services](#) (TTBS) and [Cyber Media Research](#) (CMR). A significant 58% of SMEs nationwide believe they have a high level of digital maturity and are at the forefront of this ongoing digital shift. In FY2024, a whopping 50% of the surveyed SMEs are leveraging Cloud for their business expansion.

*The SME Digital Insights study provides invaluable insights into Cloud adoption trends among Indian SMEs," stated **Vishal Rally, Senior Vice President – Product and Marketing, Tata Teleservices.** "This study resonates with our business pulse, affirming that cloud technology presents an unparalleled opportunity for businesses to amplify agility, foster collaboration, and gain a decisive competitive edge while enhancing the customer experience. With domain expertise and innovative solutions, we are powering SMEs to harnessing the transformative power of cloud solutions for sustained success in an increasingly digital world."*

*According to **Prabhu Ram, Head- Industry Intelligence Group (IIG), CyberMedia Research (CMR),** "Indian small and medium enterprises are rapidly leaning-in on Cloud, leveraging its efficiency, reliability, and adaptability to transform their businesses. The shift to Cloud is enabling SMEs to streamline their operations, fuel their growth and deliver exceptional customer experiences. Cloud adoption unlocks access to cutting-edge advancements like AI, empowering SMEs to compete and thrive. Partnering with trusted experts is key to maximizing the Cloud's potential, from enhanced customer support to innovative solutions. This momentum towards Cloud is expected to continue, with SMEs recognizing it as a competitive differentiator and a key factor in building resilience."*

Here are the key study highlights from the *SME Digital Insights* study:

- **Public Cloud Reigns Supreme.** Over half (52%) of SMEs leverage the scalability and affordability that Public Cloud offers. Nearly one in every five SMEs (20%) have successfully migrated more than 50% of their workload to Cloud. 51% of SMEs nationwide prioritize Cloud for customer support.
- **Security First: A Key Cloud Driver for SMEs.** Nearly half (40%) of SMEs prioritize enhanced security compliance as the main reason for adopting Cloud, highlighting its strategic role in business decisions. Interestingly, regional alignment is strong with Mumbai leading at 55%.
- **Futureproofing with Cloud Skills.** 36% of SMEs are prioritizing Cloud skilling for their future Cloud usage plans. 48% of SMEs in North and East India are focusing on Cloud skills.
- **SMEs show varied adoption of emerging tech.** Healthcare (33% Big Data, 31% AI) sees promise in improved patient care and faster drug discovery but struggles with data silos and skill gaps. IT/ITeS leads in AI/ML (35%) for innovation, while BFSI (37% Big Data) leverages Data Analytics for insights.

- **Partnerships Power Cloud Success:** SMEs are actively seeking trusted partners who can assist them in supporting them with their Cloud expansion plans (39%) as well as in attaining Cloud cost-effectiveness (37%).

About the SME Digital Insights

The SME Digital Insights Study is an in-depth analysis of Cloud adoption trends among Indian SMEs. It explores the significant benefits Cloud offers, identifies key opportunities for SMEs, and provides practical strategies to maximize their success. The study leverages insights from 801 IT decision-makers across micro, small, and medium enterprises in ten major Indian cities.

Link to Whitepaper : [TTBS SME Digital Insights CMR Research \(tatatelebusiness.com\)](https://tatatelebusiness.com)

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 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>

About CMR:

CyberMedia Research (CMR) offers industry intelligence, consulting, and marketing services, catering to a diverse clientele, including SMBs, Large Enterprises, Associations, and Government entities. With a rich portfolio of syndicated reports and custom research capabilities, CMR provides insights across multiple industries, markets, and geographies.

For more information, please visit info@cmrindia.com

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