



# Investor Update

Q4 FY24 and Full Year

April 25, 2024

*London Business School unveils the Case Study on Tanla at the Tanla Hub, MWC24, Barcelona*

# Safe Harbor and Other Information

The CPaaS business is evolving at a fast pace in India with very little information available in the public domain on the overall market. The financial community has always sought a response on the total market size, key drivers of the industry and the competitive landscape in this space. 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 (assuming the indicative data). This indicative data has been arrived at basis our detailed internal analysis. This is being done with an intent to provide an indicative picture of the industry and address queries about the CPaaS space. 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 or the relevant share of any participants in the market.

This presentation contains statements that include information concerning our possible or assumed strategy, future operations, financing plans, operating model, financial position, future revenues, projected costs, competitive position, industry environment, potential growth opportunities, potential market opportunities, plans and objectives of management, as well as assumptions relating to the foregoing that involve substantial risks and uncertainties. All statements other than statements of historical fact could be deemed forward-looking in nature. Such statements are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified. In some cases, although not all forward-looking statements contain these identifying words, you can identify forward-looking statements by terminology such as "expect," "anticipate," "should," "believe," "hope," "target," "project," "plan," "PROPOSED," "goals," "estimate," "potential," "predict," "may," "will," "might," "could," "intend," "shall," and variations of these terms or the negative of these terms and similar or derivate expressions. The forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements, expressed or implied by the forward-looking statements. It is advisable not to place excessive reliance on any of the forward-looking statements. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved, if at all. Additionally, these forward-looking statements, involve risk, uncertainties and assumptions based on information available to us as of 18/04/24, including those related to the continued impacts of COVID-19 on our business, future financial performance and global economic conditions. Many of these assumptions relate to matters that are beyond our control and changing rapidly, including, but not limited to, the timeframes for and severity of social distancing and other mitigation requirements, the timing of headwinds from COVID-19, the availability of vaccinations, the continued impact of COVID-19 on new or existing customers, business decisions and the length of our sales cycles, renewal timing or billings terms, particularly for customers in certain industries highly affected by COVID-19.

If the risks or uncertainties ever materialize or the assumptions prove incorrect, our results may differ materially from those expressed or implied by such forward-looking statements. We assume no obligation and do not intend to update these forward-looking statements or to conform these statements to actual results or to changes in our expectations, except as required by law.

This presentation contains statistical data, estimates and forecasts that are based on independent industry publications or other publicly available information wherever possible, as well as other information based on our internal sources. This information involves many assumptions and limitations, and you are cautioned not to place excessive weightage to these estimates. We have not independently verified the accuracy or completeness of the data contained in these industry publications and other publicly available information, wherever referred. Certain statements that might or might not be forward-looking statements represent our management's beliefs and assumptions only as of the date of this presentation. Accordingly, we make no representations as to the accuracy or completeness of that data nor do we undertake to update such data after the date of this presentation.

By receiving this presentation you acknowledge that you will be solely responsible for your own assessment of the market and our market position and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of our business. Any logos or trademarks other than Tanla, Karix, ValueFirst, Gamooga, Trubloq & Wisely included herein are the property of the owners thereof and are used for reference purposes only.

# Q4 FY24 Results – Snapshot



**Revenue**

**₹10,055 Mn**

**20.6 %Growth** ▲



**Gross Profit**

**₹2,686 Mn**

**17.3% Growth** ▲



**Adjusted EBITDA<sup>(1)</sup>**

**₹1,877 Mn**

**10.5% Growth<sup>(4)</sup>** ▲



**FCF**

**₹1,492 Mn**

**115% of PAT**



**Adjusted PAT<sup>(2)</sup>**

**₹1,361 Mn**

**10.4% Growth<sup>(4)</sup>** ▲



**EPS**

**₹9.69**

**9.1 %Growth** ▲



**Cash<sup>(5)</sup>**

**₹6,810 Mn**

**Increased by ₹647 Mn QoQ post dividend payouts**

1. Adjusted EBITDA is normalized for one-time expenditure of ₹ 273 MN incurred for Mobile World Congress 2024 in Q4 and FY24.

2. Adjusted PAT is normalized for the post tax impact for 2 items – (i) one-time expenditure of ₹ 273 MN incurred for Mobile World Congress 2024 and (ii) Gain of Rs. 210 MN in Other Income pertaining to write back of liability

3. For Q4 FY24, reported EBITDA ₹1,604 Mn and PAT ₹1,302 Mn. Reported EBITDA de-grew by 3% and PAT grew by 8%.

4. Refer 35 slide for reconciliation between reported and adjusted EBITDA and PAT for Q4 and full year of FY23 and FY24

5. Cash balance includes fixed deposits with maturity greater than twelve months classified under Non-Current Assets

# FY24 Results – Snapshot



Revenue

**₹39,278 Mn**

17.1% Growth ▲



Gross Profit

**₹10,559 Mn**

26.2% Growth ▲



Adjusted EBITDA<sup>(1)</sup>

**₹7,595 Mn**

28.4% Growth<sup>(4)</sup> ▲



FCF

**₹4,311 Mn**

79% of PAT



Adjusted PAT<sup>(2)</sup>

**₹5,542 Mn**

23.0% Growth<sup>(4)</sup> ▲



EPS

**₹40.8**

23.4 % Growth ▲



Cash<sup>(5)</sup>

**₹6,810 Mn**

decreased by ₹ 306 Mn post ValueFirst acquisition and dividend payouts

1. Adjusted EBITDA is normalized for one-time expenditure of ₹ 273 MN incurred for Mobile World Congress 2024 in Q4 and FY24.

2. Adjusted PAT is normalized for the post tax impact for 2 items – (i) one-time expenditure of ₹ 273 MN incurred for Mobile World Congress 2024 and (ii) Gain of Rs. 210 MN in Other Income pertaining to write back of liability

3. For FY24, reported EBITDA ₹7,322 Mn and EBITDA ₹ 5,483 Mn. Reported EBITDA grew by 24.5% and PAT grew by 22.5%

4. Refer 35 slide for reconciliation between reported and adjusted EBITDA and PAT for Q4 and full year of FY23 and FY24

5. Cash balance includes fixed deposits with maturity greater than twelve months classified under Non-Current Assets

# Tanla has track record of Strong Performance

All numbers in ₹ FY24

## Sustained Value Creation

**39,278 Mn**

Revenue

**10,559 Mn**

Gross Profit

**17%**

Adjusted Operating Margin<sup>(1)</sup>

**4,311 Mn**

Free cash flow

**5,542 Mn**

Adjusted PAT<sup>(1)</sup>

**56%+**

Increase in stock price<sup>2</sup>

### Listed in indices



## Best-in-class Execution

**100+**

Innovations<sup>3</sup>

**5+**

Patents<sup>4</sup>

**2,000+**

Customers across segments

**50+**

Partners<sup>5</sup>

**323**

Customers with >10 MN INR Revenue p.a.

**50%**

Rev. from 50 / top 100 cust., retained for > 5 yr.

### Awards



Visionary in CPaaS Magic Quadrant

Growth partner of the year

Enterprise Communication

Leading Mid-corporate of India

## World Class Culture

**1000+**

Employees in India and beyond

**No layoffs**

**25%**

Women in leadership

**Zero**

POSH and human rights complaints

**68/100**

S&P Global ESG Score

**Carbon neutral**

by 2025

### Recognitions



"Industry mover" and Member of sustainability yearbook



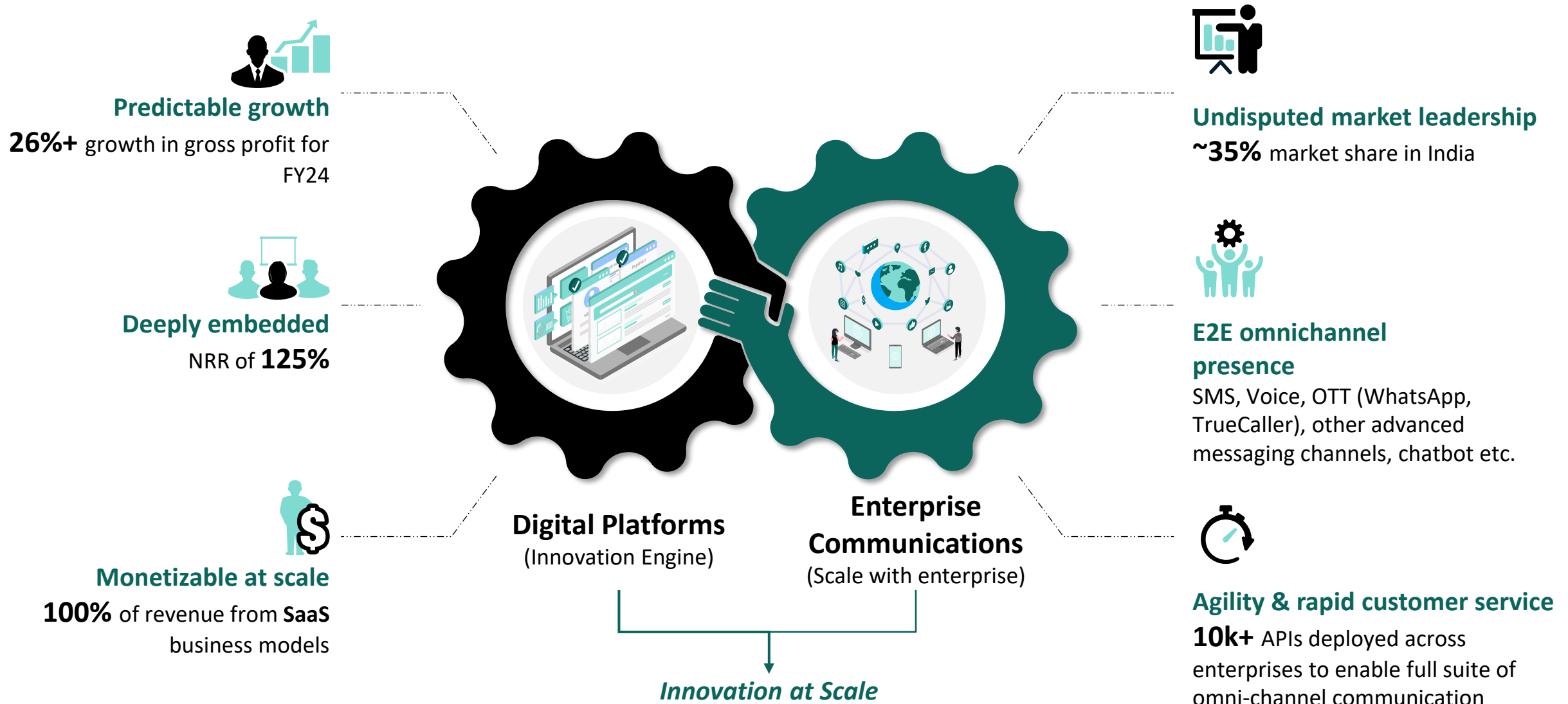
"Global HR excellence award"

1. Adjusted for one-time expenditure incurred for Mobile World Congress 2024. Refer 35 slide for reconciliation between reported and adjusted operating margin and PAT

2. INR 524 on 31<sup>st</sup> Mar 2023 vs 819 on 31<sup>st</sup> Mar 2024; 3. Including enhancements; 4. patents granted for Wisely; 4 provisional patents for ATP and Trubloq 2.0 5. Includes all 3<sup>rd</sup> party contractors

Source: Team analysis

# Today, Tanla focuses on two synergistic businesses - Digital Platforms & Enterprise Communications



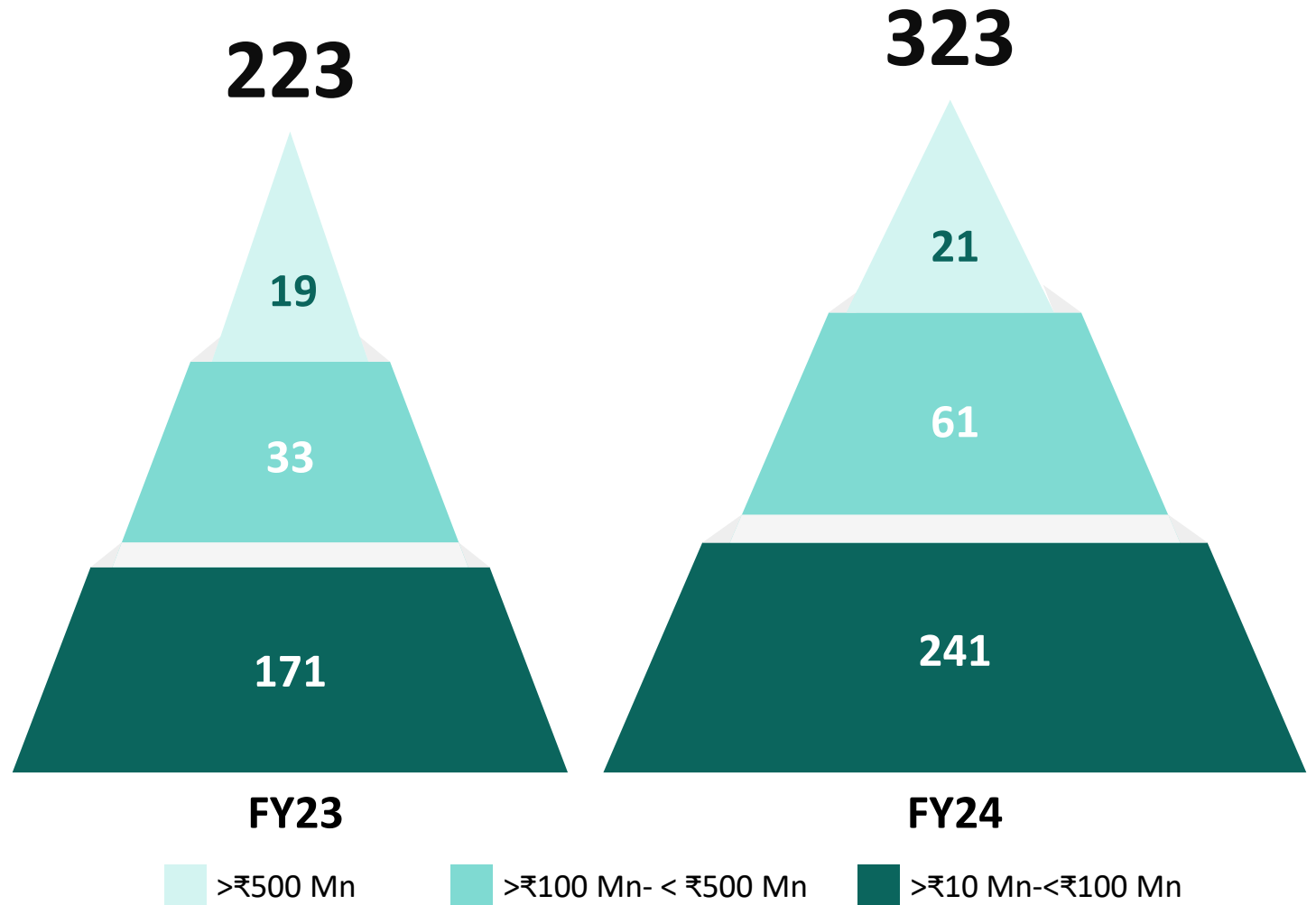
This indicative data on market size has been arrived at basis our internal analysis. This is our assessment and merely indicative in nature and should not be relied upon

# Business Outcomes

# Expansion of Customer Relationships

● **323** customers contributing > ₹ 10 Mn annual revenue, count up by 45% on YoY basis

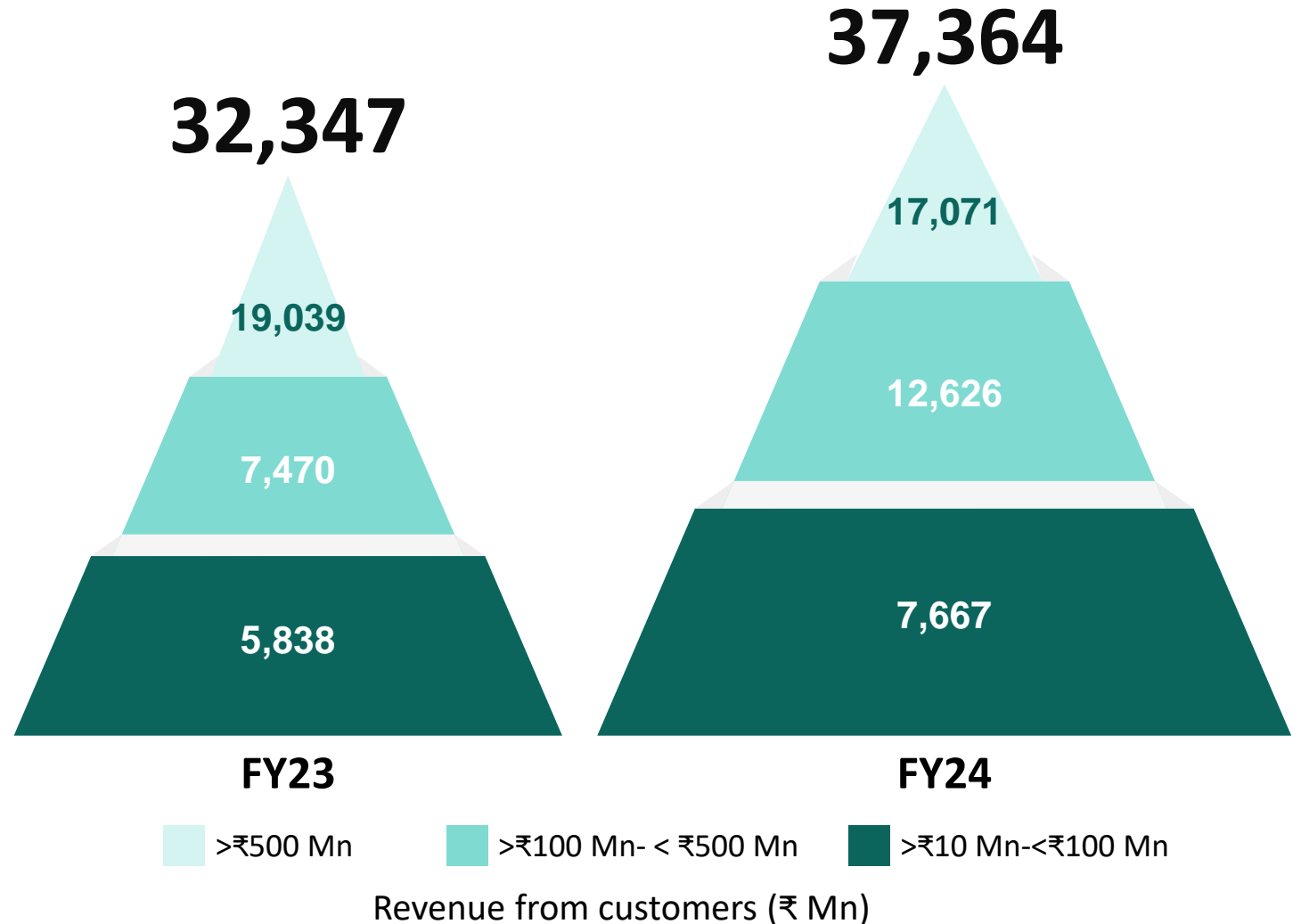
Count of customers





# Increase in Product Penetration

- **Product penetration** improved to **2.32** from 2.17 in FY24 on a larger customer base, driven by growing adoption of WhatsApp and other newer channels
- In FY23, ValueFirst (VF) was one of our top customers. Post acquisition we have only considered direct enterprise customers of VF for this analysis. This has resulted in reduction in greater than ₹ 500Mn and increase in other segments

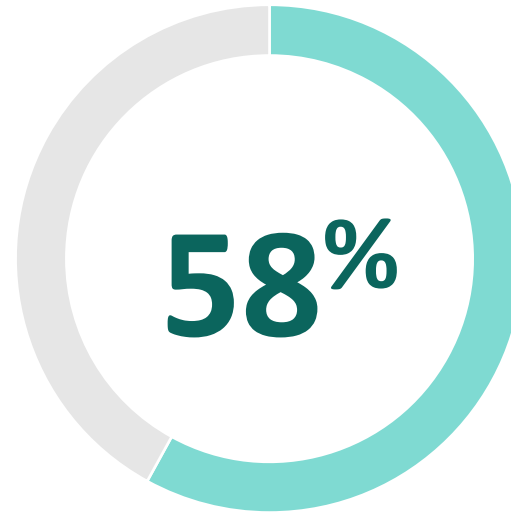


# Customer Concentration

# 15

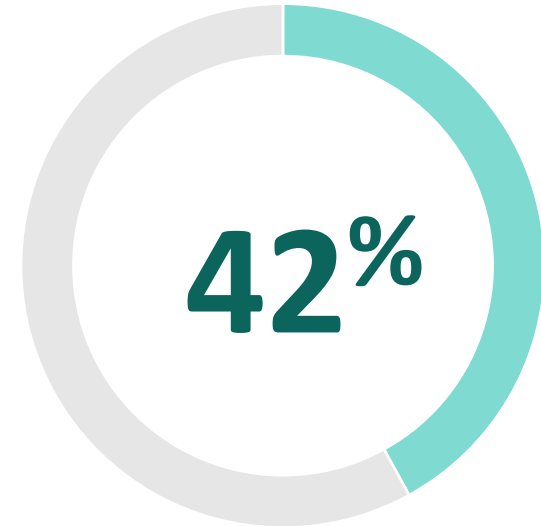
out of 20 customers of last year continue to be in Top 20, 19 remain in Top 30

In FY23, ValueFirst was one of our top customers. Post acquisition it no longer remains our top customer and its impact can be seen in customer concentration mix



•19,517

FY23



•16,571

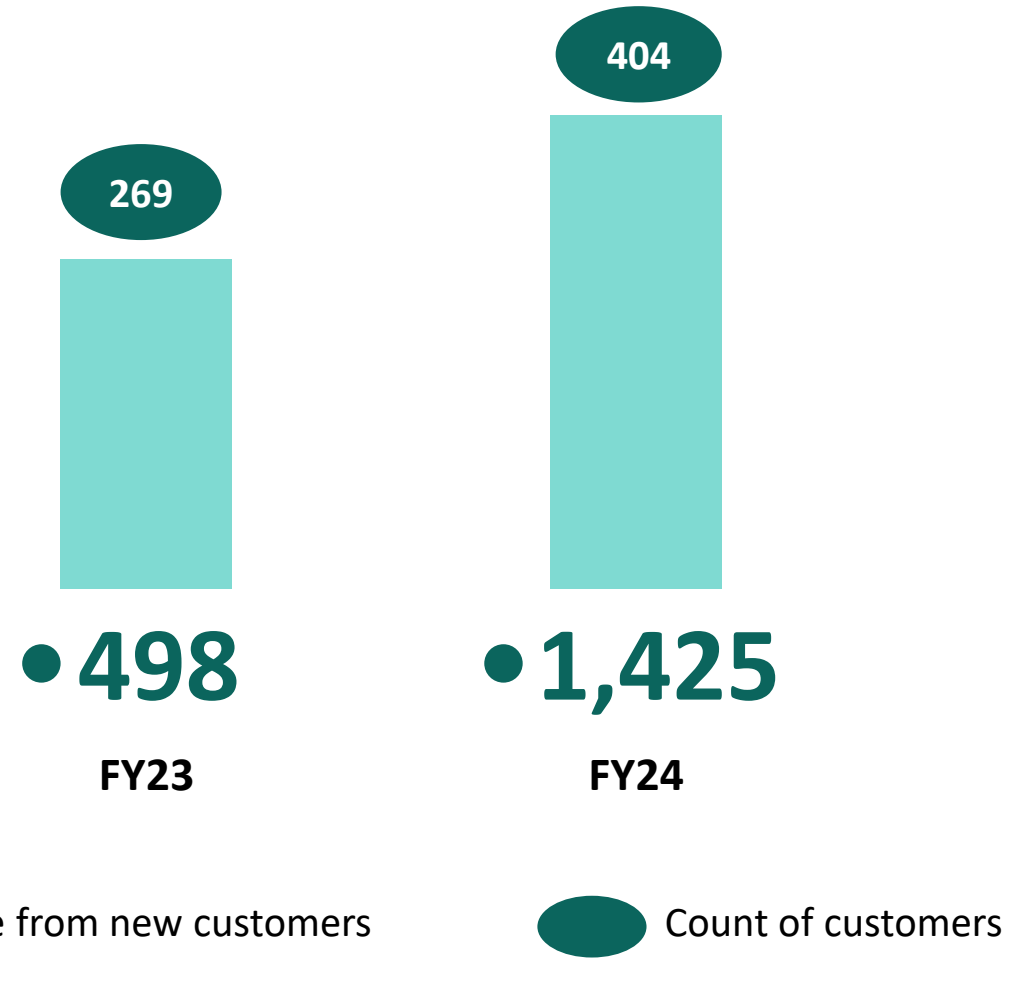
FY24

● Revenue from top 20 customers (₹ Mn)

# Winning New Logos

**33%**

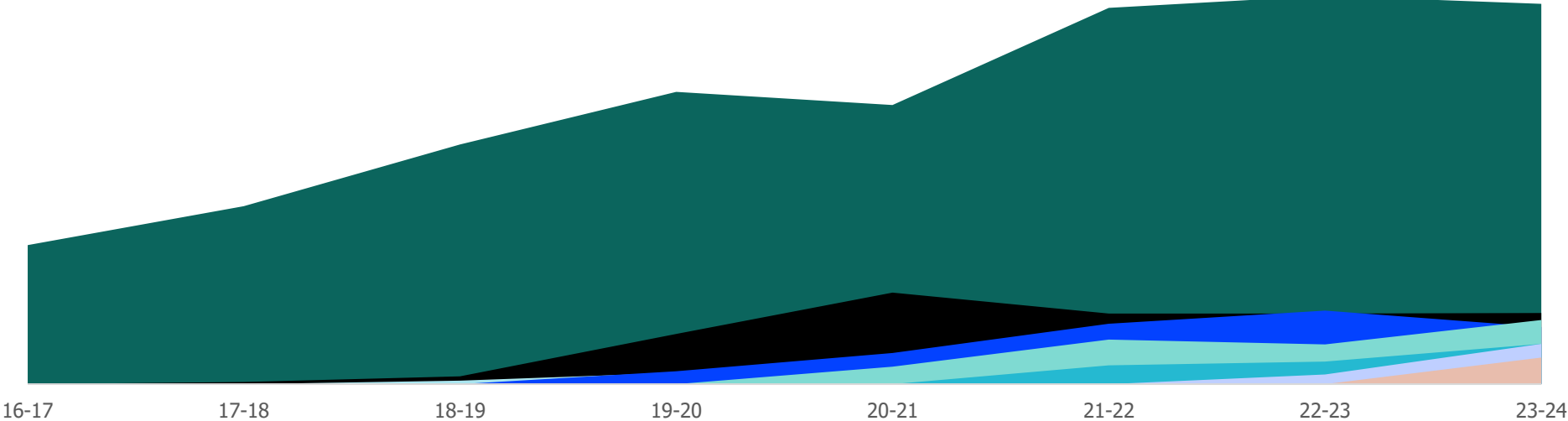
New Customers  
added on WA



1. New customers include every unique contracting entity added during the year

# Customer Cohorts

Year	CAGR
FY17	15%
FY18	81%
FY19	45%
FY20	45%
FY21	55%
FY22	46%
FY23	316%



1. Represents revenue from our active customers grouped by cohorts based on the year when each customer account cohort originated  
 Cohorts of 16-17 also includes customers acquired during prior period. Customer data compiled also includes customers of Karix and Gamooga from pre acquisition period

# Financial Outcomes

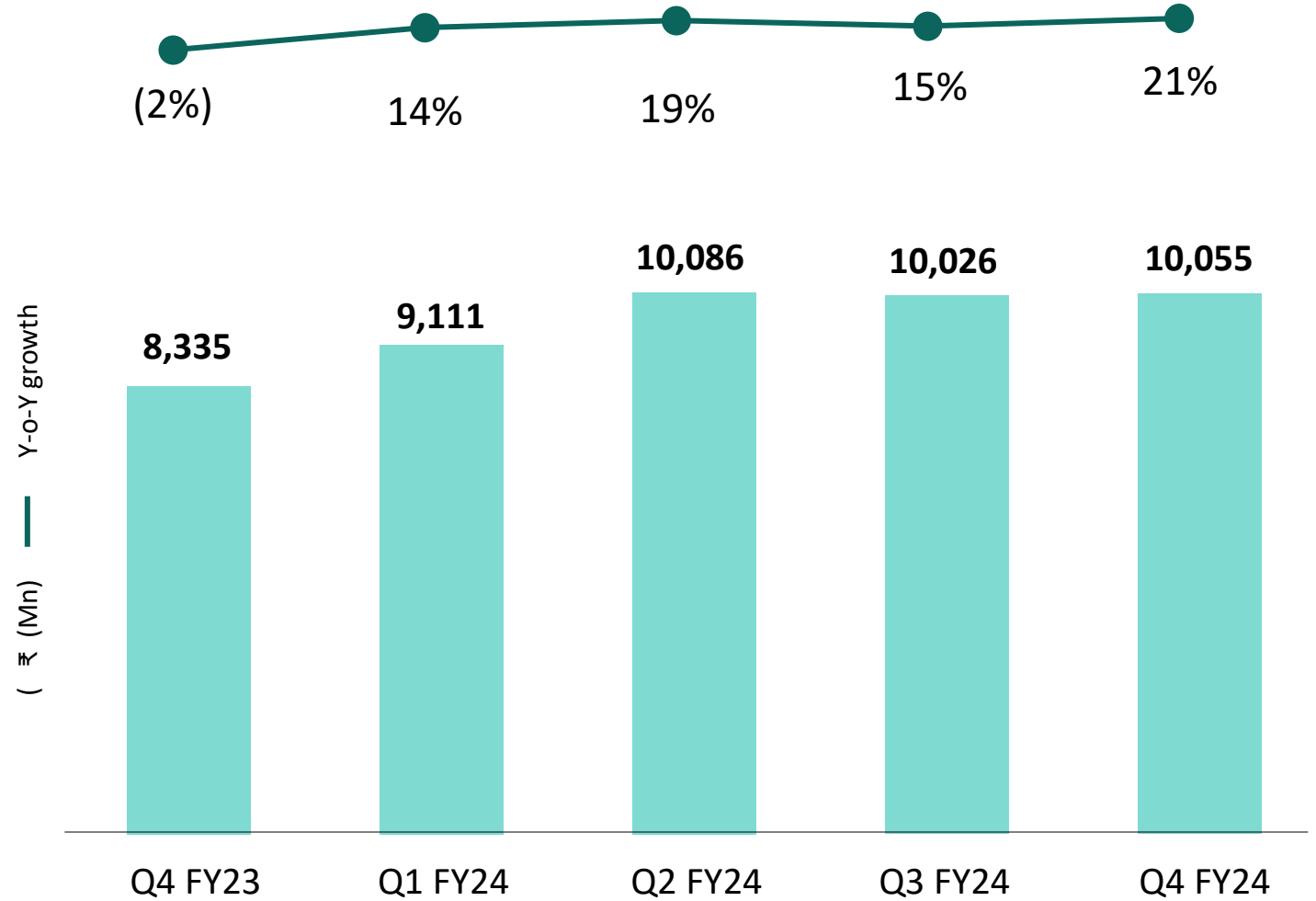
# Revenue growth in a seasonally weak quarter



Revenue grew by 21% YoY, driven by Digital platforms and Enterprise communications



Enterprise communications grew by 22% YoY and 1% sequentially

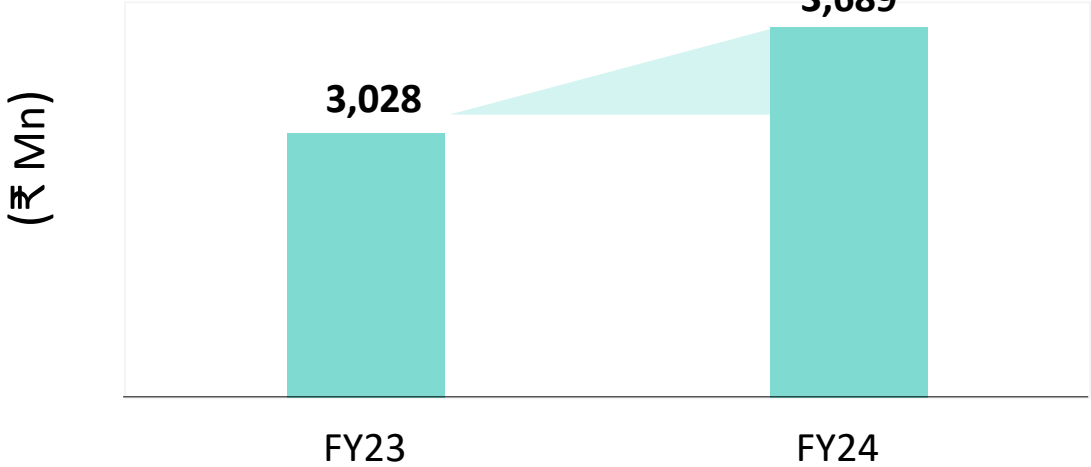


# Full Year – Digital Platforms & Enterprise Communications Revenue Growth



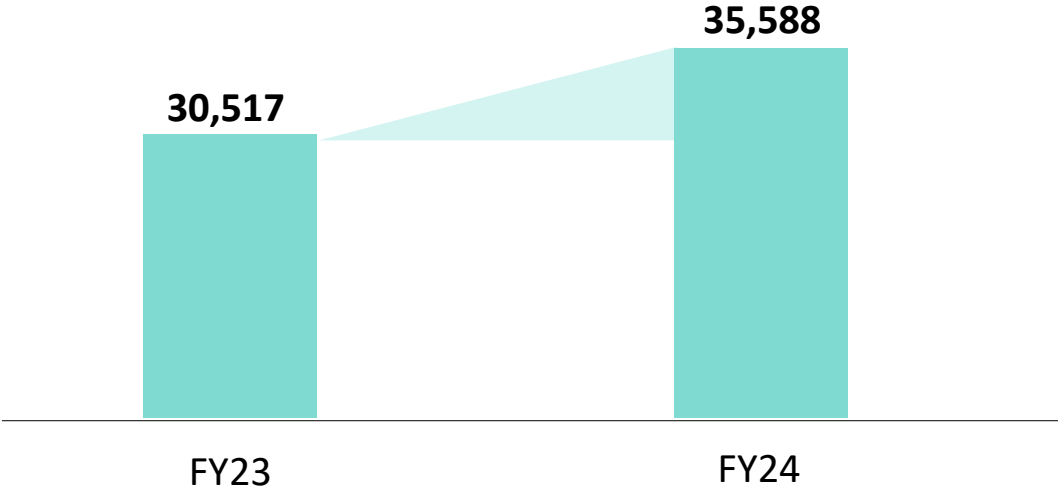
## Digital Platforms

22%  
YoY growth



## Enterprise Communications

17%  
YoY growth



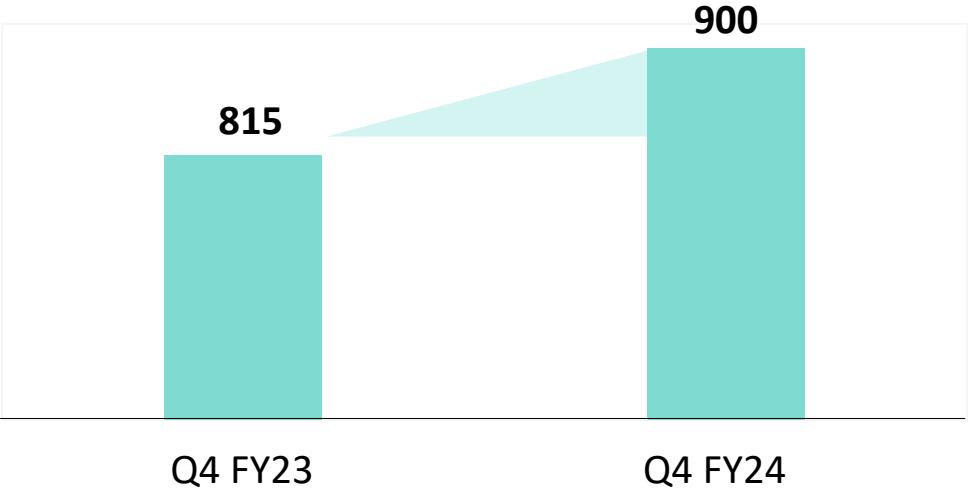
# Q4FY24– Digital Platforms & Enterprise Communications Revenue Growth



## Digital Platforms

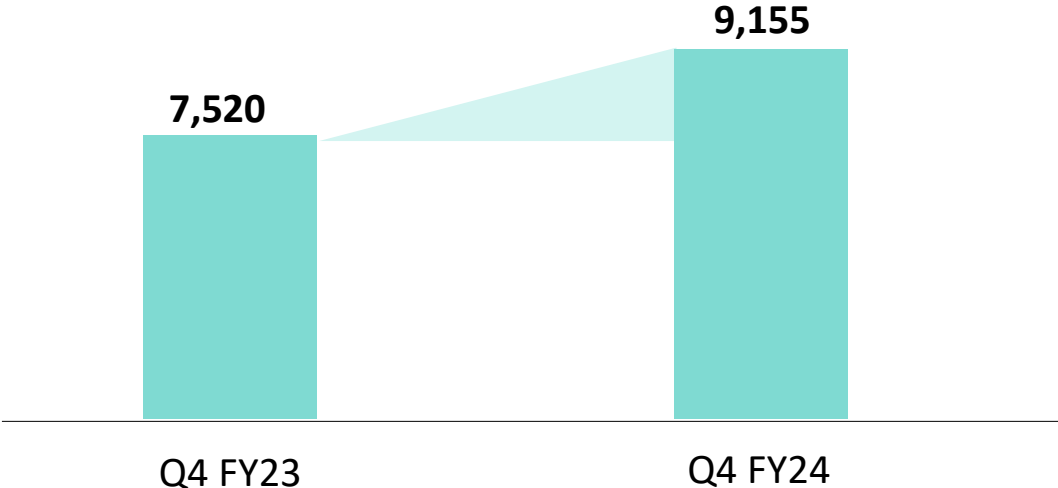
10%  
YoY growth

(₹ Mn)



## Enterprise Communications

22%  
YoY growth





# Profile – Gross Profit



Gross profit grew by 17.3% YoY.  
Gross margin at 26.7% decreased by 76 bps



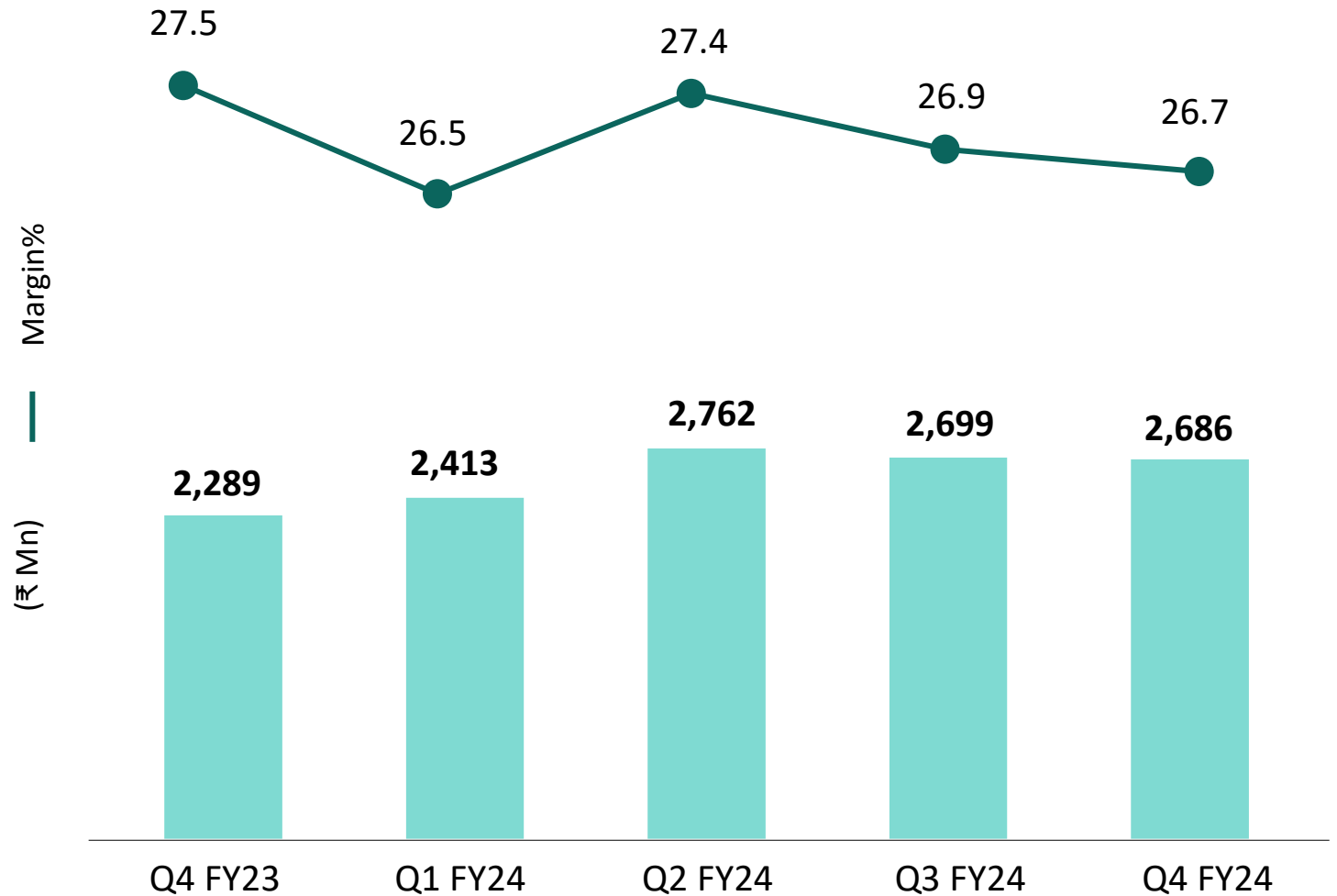
Digital Platform gross profit grew by 13.2% driven by Wisely-OTT



Enterprise communications gross profit grew by 19.5%, led by WhatsApp and lower telco costs



On sequential basis, gross margin % decreased by 21 bps



# Profile – Gross Margin

**A** Decrease in gross margin by 76 bps YoY, and 21 bps QoQ

**B** Digital Platform gross margin contribution to total at 33%

**C** Enterprise communications gross margin at 19.7% in Q4

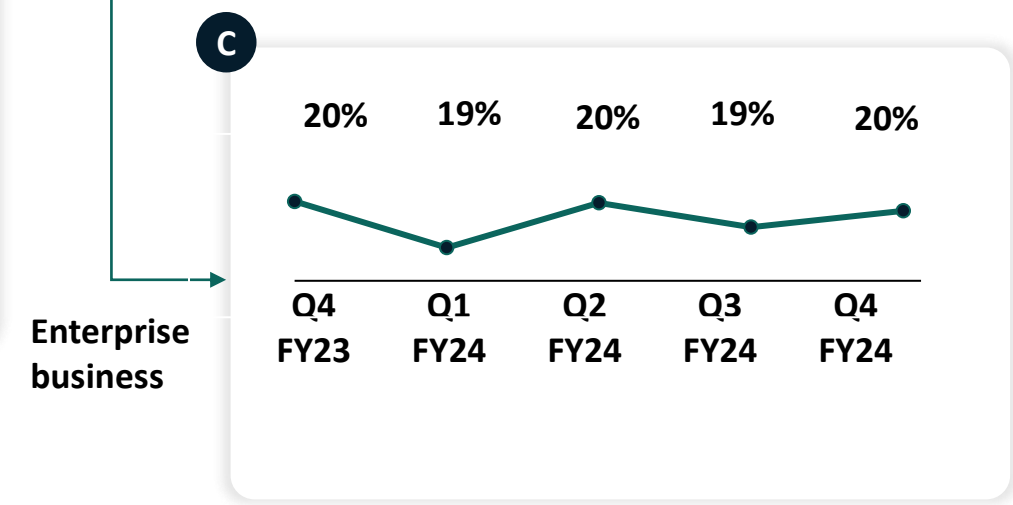
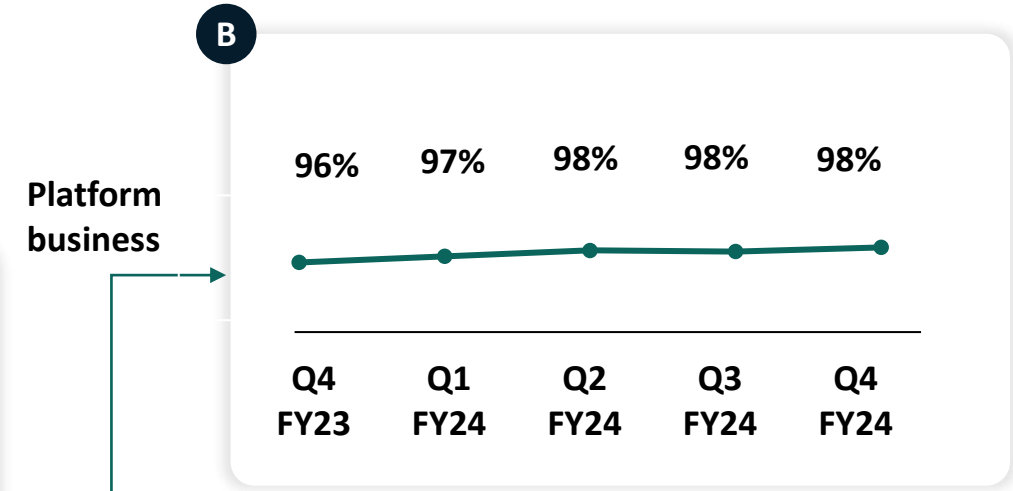
**A**

**Overall margin**

27%	26%	27%	27%	27%
Q4 FY23	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24

**Contribution by platform**

34%	35%	34%	35%	33%
Q4 FY23	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24



# Efficiency Metrics



Indirect cost expenses includes one-time expense of ₹273 Mn towards MWC in Q4FY24 and ₹38 Mn in Q4FY23

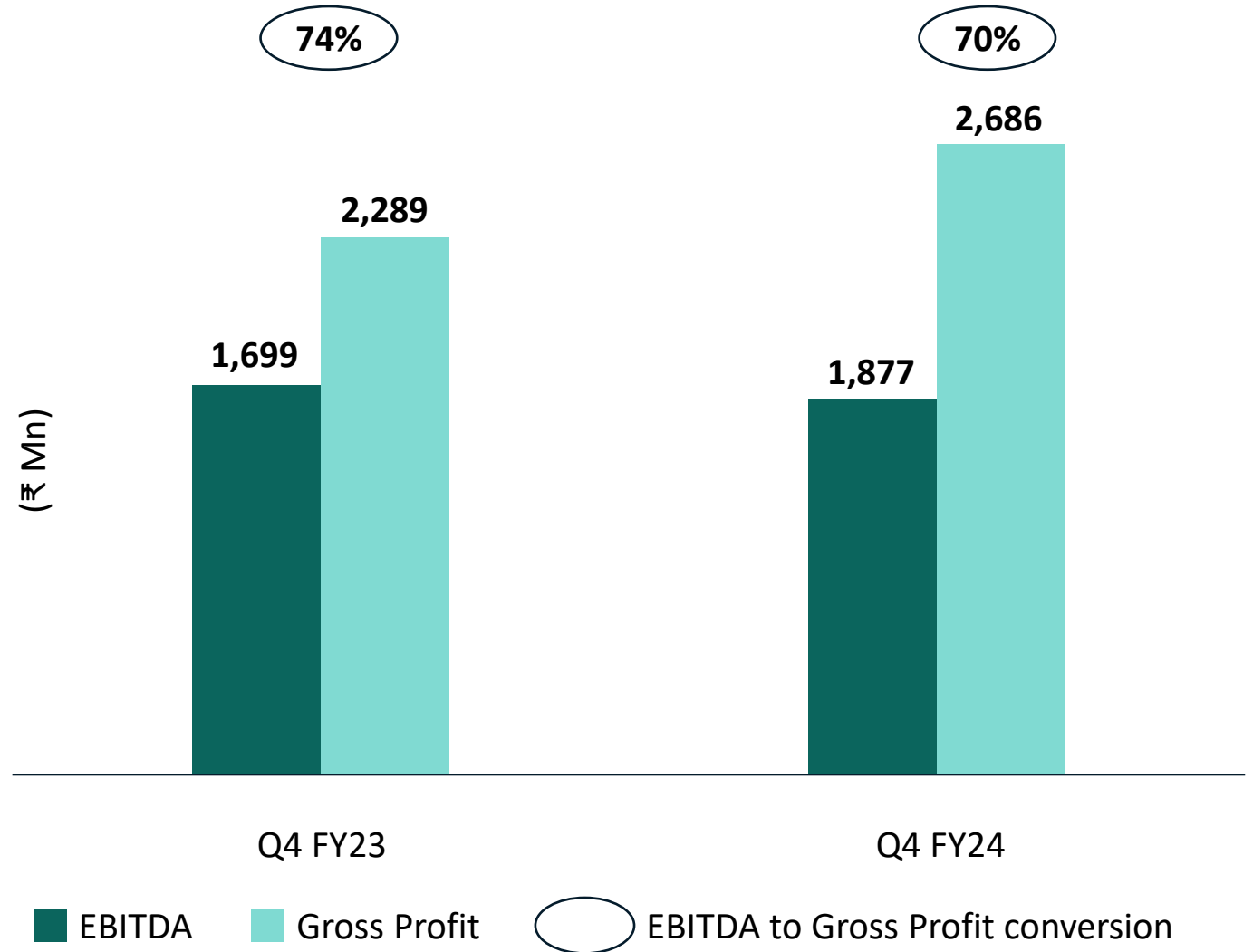


Adjusted EBITDA to Gross profit at 70% in Q4



Excluding VF, overall indirect cost remains constant on YoY basis

1. Adjusted for one-time expenditure incurred for Mobile World Congress 2024. Refer 35 slide for reconciliation between reported and adjusted EBITDA



# Indirect Expenses

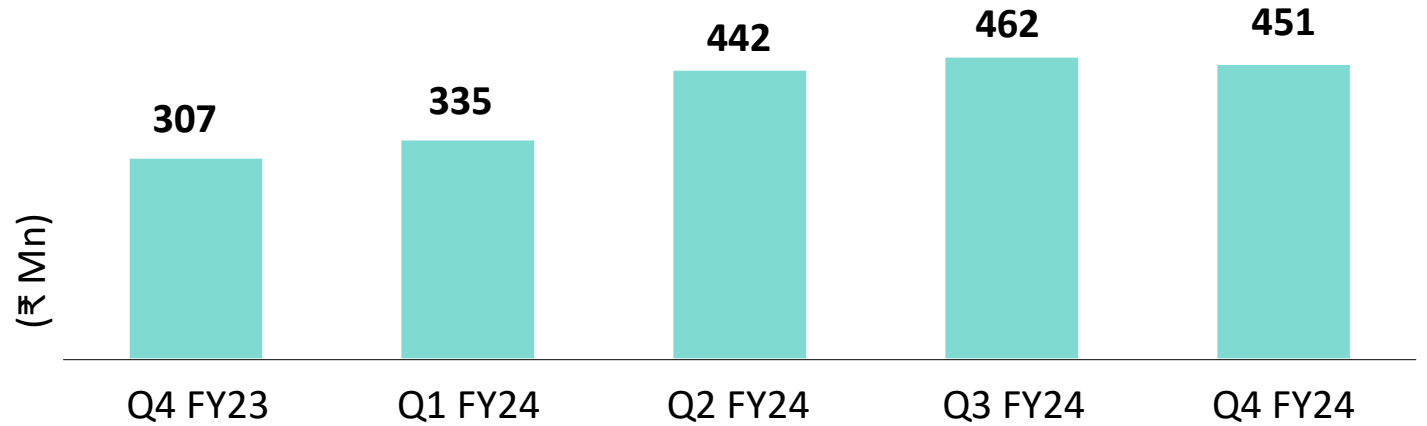


Other expenses includes one-time expense of **₹273 Mn** towards MWC 2024 in Q4FY24

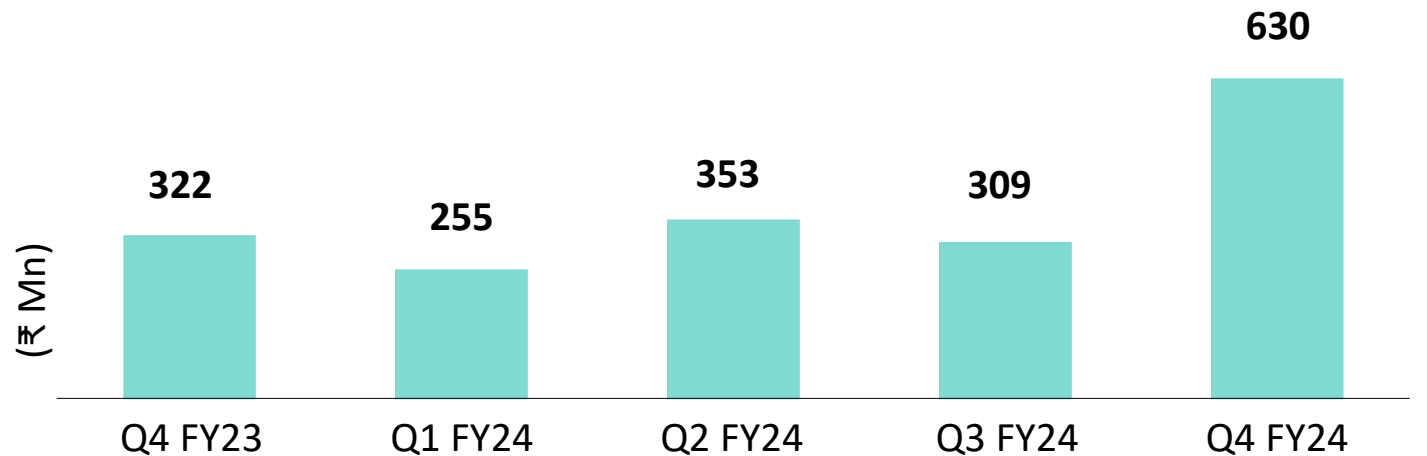


On sequential basis, excluding MWC cost, indirect cost have increased by ₹37 Mn due to forex fluctuations and partially off-set by lower RSU cost and reduction in other overheads

## Employee Cost



## Other Expenses



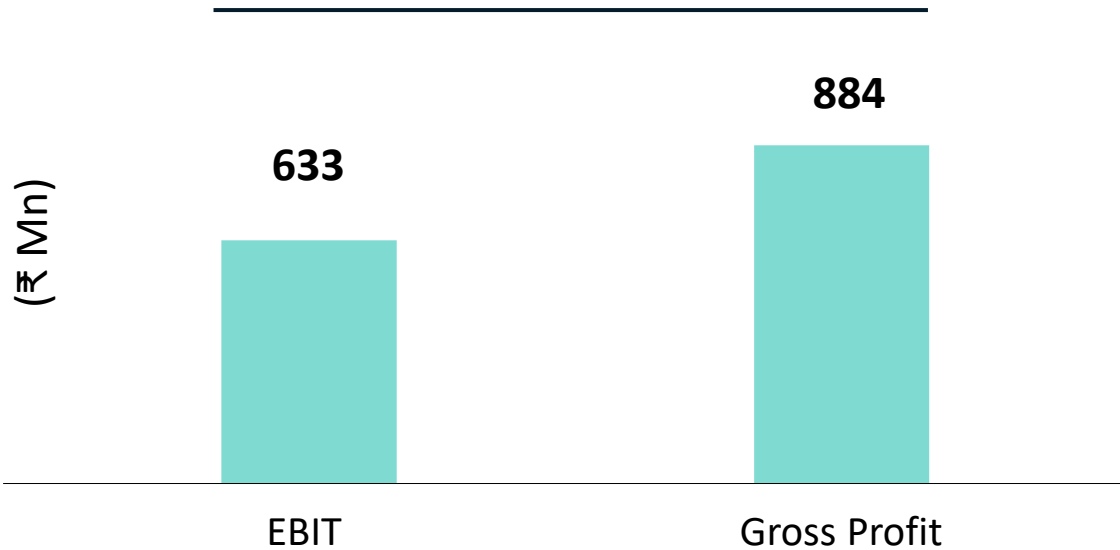
# Adjusted EBIT Profile



## Digital Platforms

**70%**

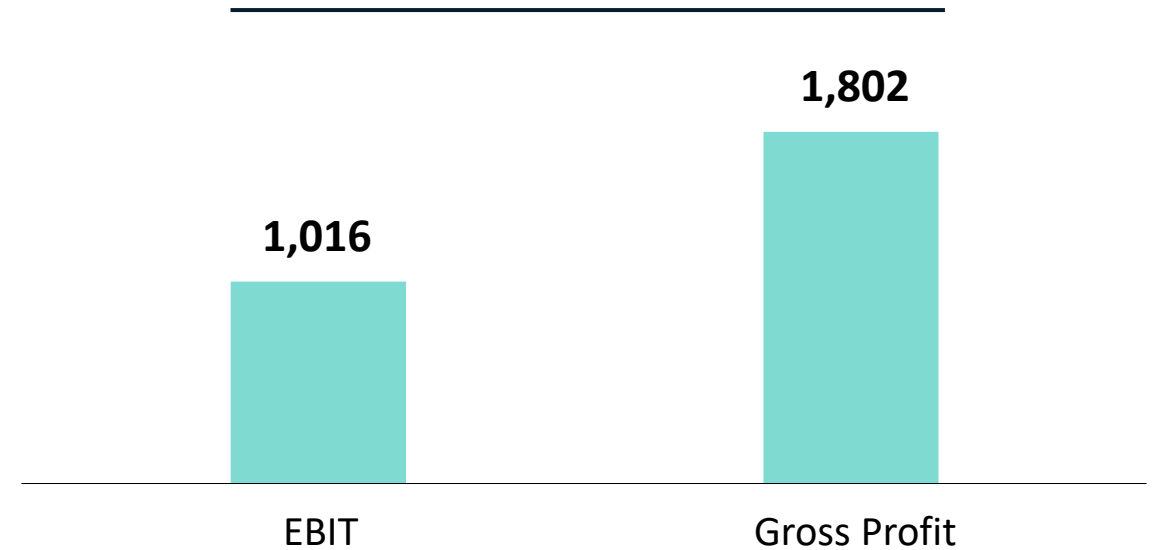
EBIT%



## Enterprise Communications

**11%**

EBIT%



1. Adjusted for one-time expenditure incurred for Mobile World Congress 2024. Refer 35 slide for reconciliation between reported and adjusted EBIT

# Operating Income



**Adjusted EBITDA** was at ₹ 1,877 Mn. Adjusted EBITDA growth at **10.5% YoY** and **-3% seq.** Adjusted EBITDA margin at **18.7%** (seq drop of 56 bps)



**Depreciation** was at ₹229 Mn in Q4 FY24, as against ₹147 Mn in Q4 FY23

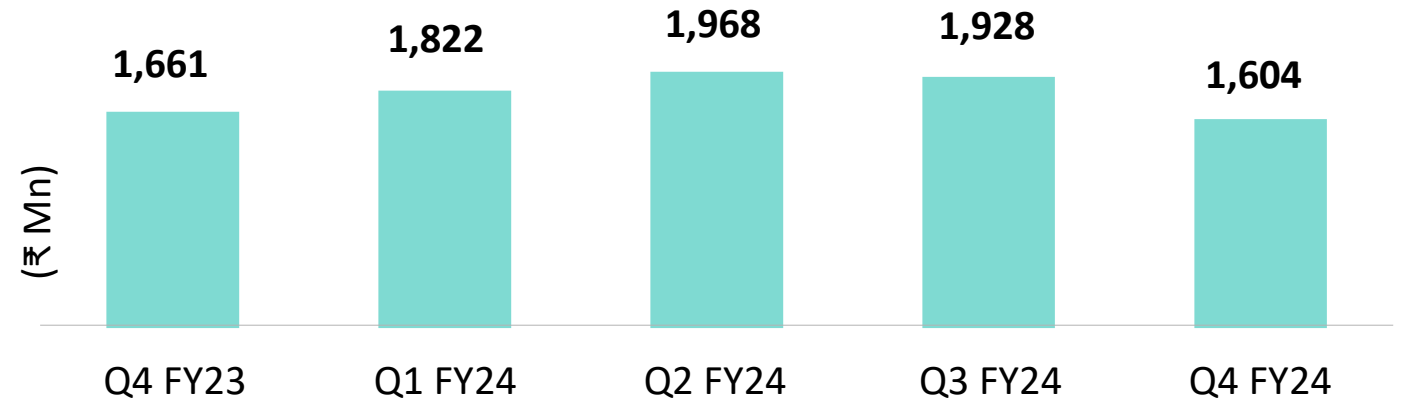


**Incremental depreciation** due to capitalization of **Innovation Center** and other **leased offices**

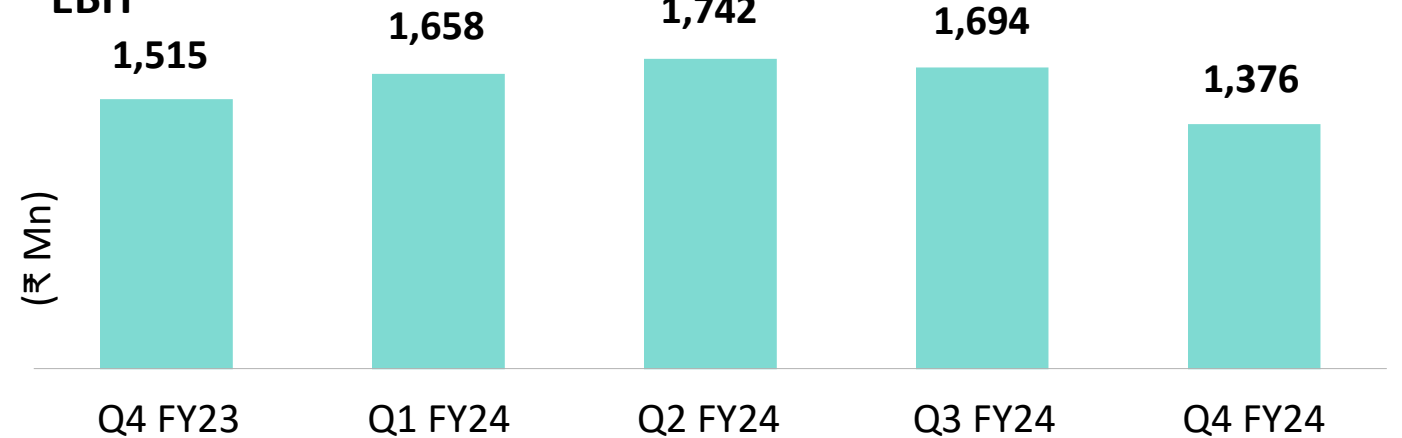


**Amortization** on intangible assets due to acquisition was at ₹26Mn

## EBITDA



## EBIT



1.Adjusted for one-time expenditure incurred for Mobile World Congress 2024. Refer 35 slide for reconciliation between reported and adjusted EBITDA and EBIT

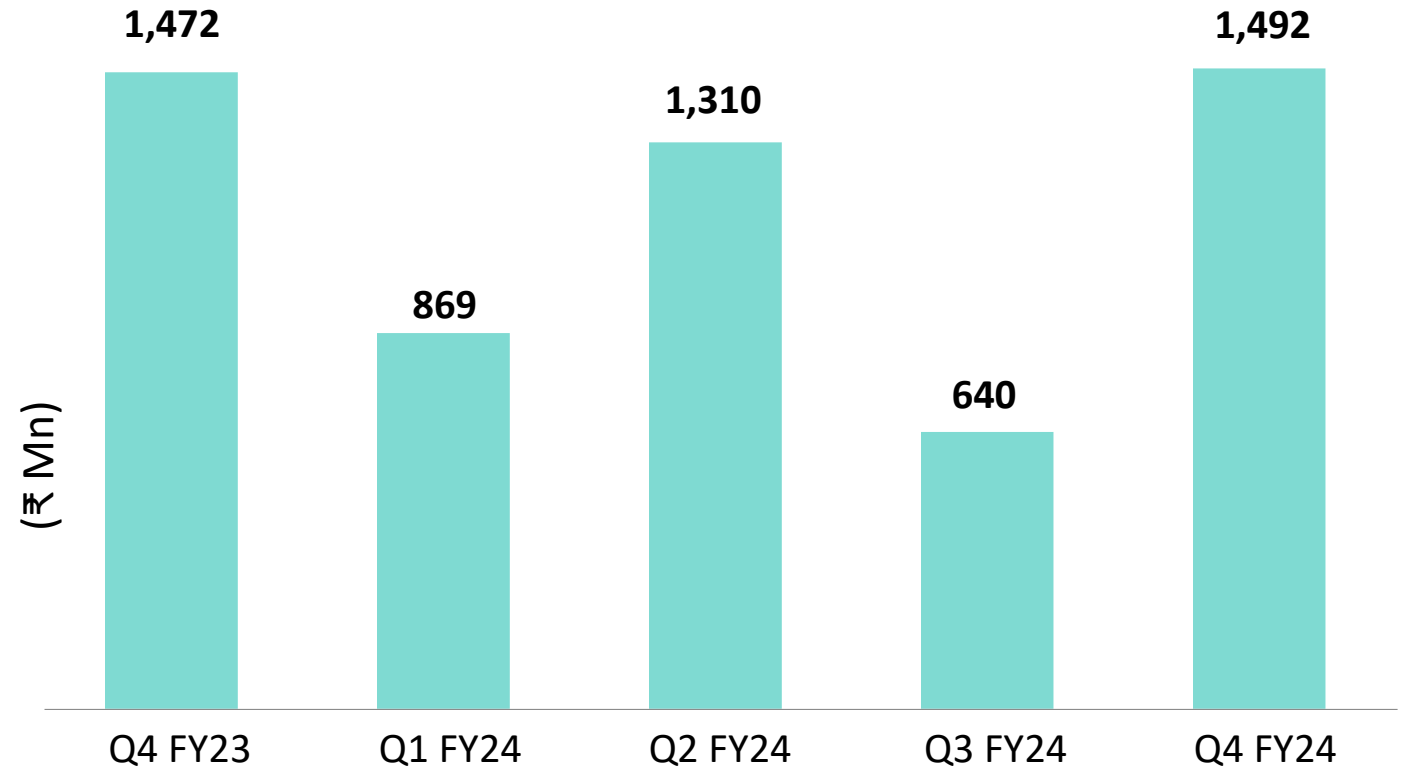
# Strong Cash Flow Generation



**DSO** down by 1 days to 76 in Q4. Free Cash flow for FY24 was at **₹ 4,311 Mn**



Tax payouts remain consistent



# Net Income & EPS



**Adjusted PAT** was at ₹ 1,361 Mn in Q4. Adjusted PAT grew by 10.4% YoY. On **sequential** basis Adjusted PAT **de-grew** by 3%.

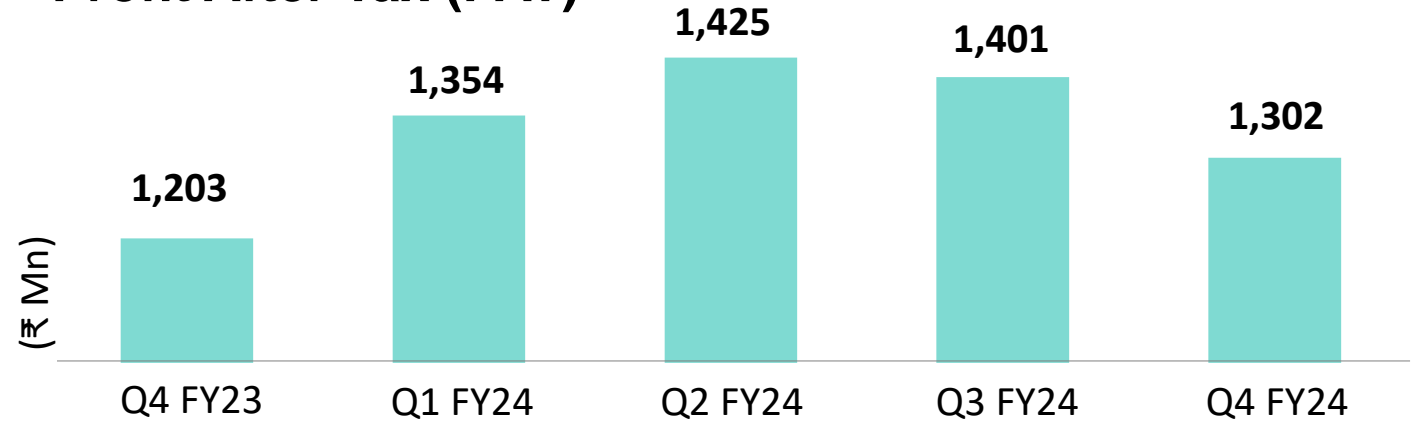


Effective tax rate for FY24 at 19.8%

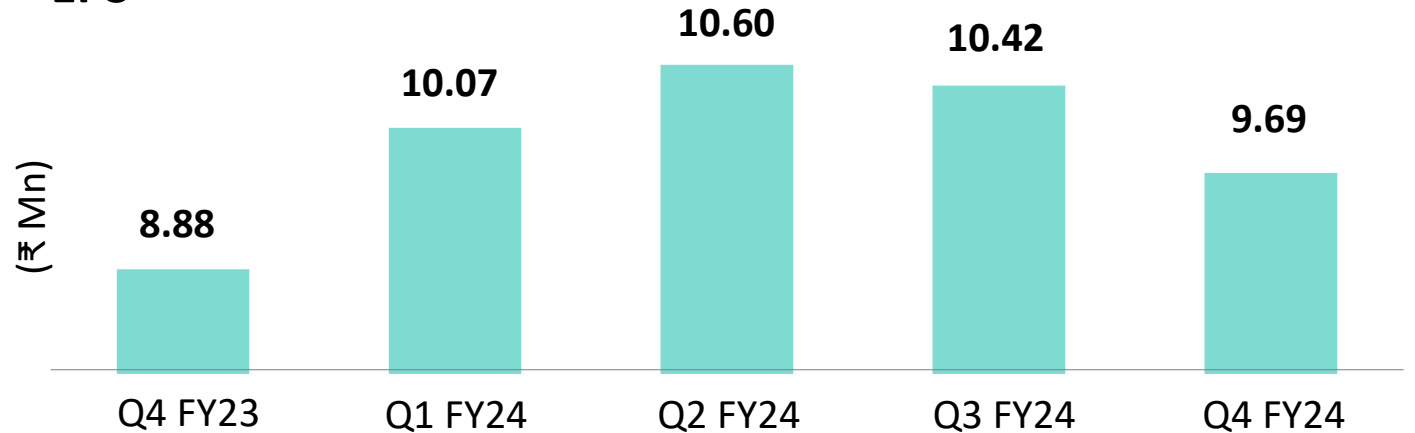


EPS at 9.69, grew by 9.1% YoY, led by profit expansion

## Profit After Tax (PAT)



## EPS



1. Adjusted PAT is normalized for the post tax impact for 2 items – (i) one-time expenditure of ₹ 273 MN incurred for Mobile World Congress 2024 and (ii) Gain of Rs. 210 MN in Other Income pertaining to write back of liability  
2. Refer 35 slide for reconciliation between reported and adjusted PAT



# Net Income & EPS for full year

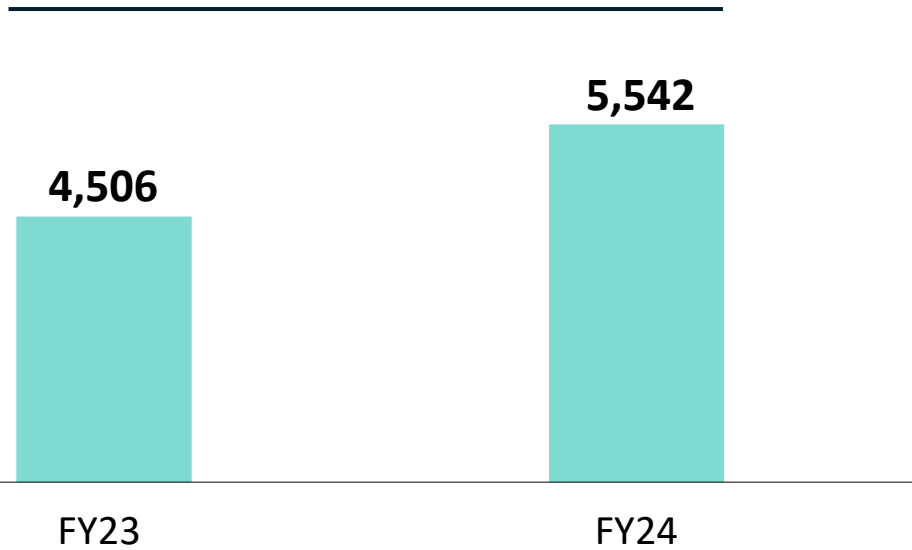


## Adjusted Profit After Tax

23%

YoY growth

(₹ Mn)

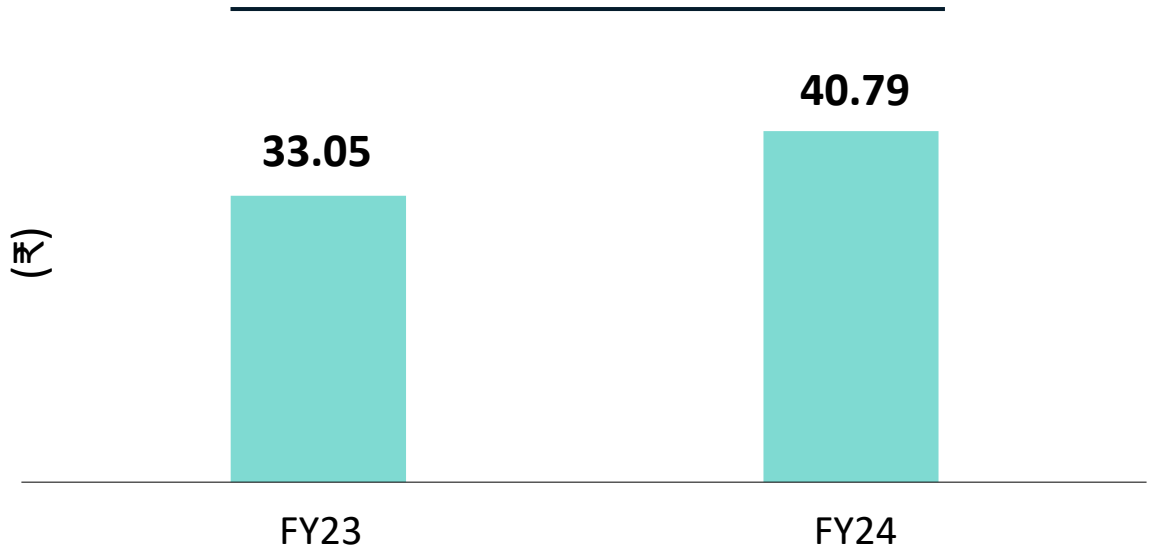


## Earnings per share

23%

YoY growth

(₹)



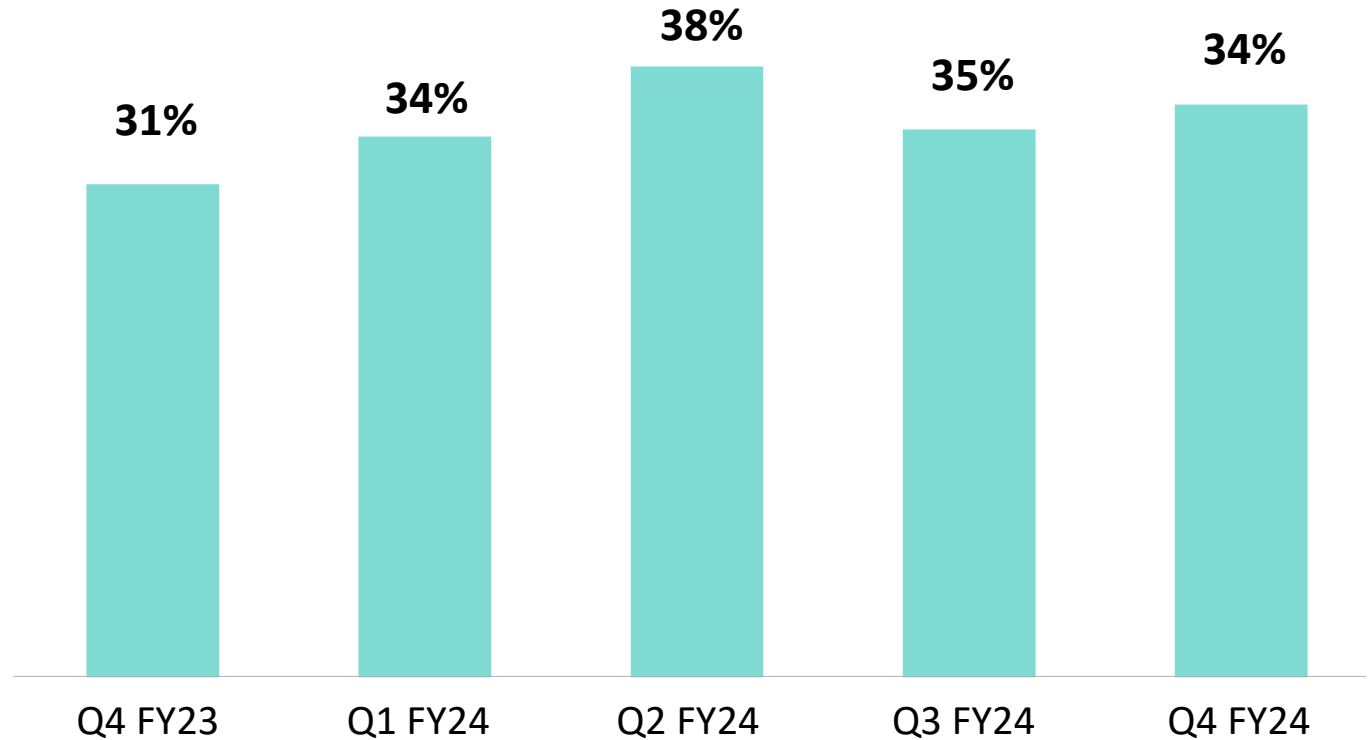
1. Adjusted PAT is normalized for the post tax impact for 2 items – (i) one-time expenditure of ₹ 273 MN incurred for Mobile World Congress 2024 and (ii) Gain of Rs. 210 MN in Other Income pertaining to write back of liability

2.. Refer 35 slide for reconciliation between reported and adjusted PAT

# Return on Capital Employed

# 53%

excluding CCE as against 58% last year



ROCE- Return on capital employed; CCE- Cash & cash equivalents

1.Adjusted EBIT considered for calculation of Capital employed .

# Strong Balance Sheet



Team Tanla at an internal event hosted at Tanla Innovation and Experience Center, Hyderabad

**₹19,421 Mn**

Strong Equity and Reserves

**₹6,810 Mn**

Cash & cash equivalents

**53%**

ROCE (excluding cash & cash equivalents)

**Debt Free**

# Profit & Loss Q4 FY24



In ₹ Mn, unless otherwise stated	Q4 FY24	Q4 FY23	Δ %	Q3 FY24
Revenue from operations	10,055	8,335	21	10,026
Cost of services	(7,369)	(6,046)	22	(7,327)
Gross profit	2,686	2,289	17	2,699
Operating expenses	(1,081)	(628)	72	(771)
EBITDA	1,605	1,661	(3)	1928
Depreciation & amortization	(229)	(146)	56	(234)
EBIT	1,376	1,515	(9)	1,694
Finance cost	(17)	(4)	290	(17)
Other income	260	48	438	51
Profit before taxes	1619	1559	4	1728
Tax expense (including deferred tax)	(317)	(356)	(11)	(327)
Profit after tax	1302	1203	8	1401
Earning per share	9.69	8.88	9	10.42
Weighted average shares outstanding	134.5	134.4	-	134.4

# Profit & Loss

## FY24



In ₹ Mn, unless otherwise stated	FY24	FY23	Δ %
Revenue from operations	39,278	33,546	17
Cost of services	(28,719)	(25,179)	14
Gross profit	10,559	8,367	26
Operating expenses	(3,237)	(2,488)	30
EBITDA	7,322	5,879	25
Depreciation & amortization	(854)	(462)	85
EBIT	6,470	5,418	19
Finance cost	(62)	(14)	354
Other income	426	262	63
Profit before taxes	6,834	5,666	21
Tax expense (including deferred tax)	(1,351)	(1,189)	14
Profit after tax	5,483	4,476	22
Earning per share	40.79	33.05	23
Weighted average shares outstanding	134.4	134.4	-

# Audited Balance Sheet Mar 31, 2024

In ₹ Mn, unless otherwise stated	Mar 31, 2024	Mar 31, 2023
<b>ASSETS</b>		
<b>Non-current assets</b>		
Property, plant and equipment	2,058	1,659
Platforms	988	874
Customer Relationships	308	133
Trade Name	34	2
Technology & Software	307	0
Non-Compete	19	25
Intangible assets underdevelopment	777	566
Goodwill	2,646	1,346
Right-of-use-lease assets	673	797
Capital work in progress	234	78
Financial assets	333	149
Deferred tax assets (net)	393	363
Other non-current assets	938	786
<b>Total non-current assets</b>	<b>9,708</b>	<b>6,778</b>
Trade receivables	8,424	5,700
Cash and bank balances	6,671	7,116
Other Financial assets	5,030	4,202
Other current assets	257	330
<b>Total current assets</b>	<b>20,382</b>	<b>17,348</b>
<b>TOTAL ASSETS</b>	<b>30,090</b>	<b>24,126</b>

In ₹ Mn, unless otherwise stated	Mar 31, 2024	Mar 31, 2023
<b>EQUITY AND LIABILITIES</b>		
Equity share capital	134	134
Other equity	19,284	15,041
<b>Total equity</b>	<b>19,418</b>	<b>15,175</b>
<b>Financial liabilities</b>		
Lease liabilities	590	732
Provisions	16	18
Other non-current liabilities	8	6
<b>Total Non-current Liabilities</b>	<b>614</b>	<b>756</b>
<b>Current liabilities</b>		
Trade payables	5,507	5,386
Lease liabilities	160	94
Other financial liabilities	4,054	2451
Other current liabilities	169	203
Short term provisions	81	13
Liabilities for current tax (net)	87	48
<b>Total Current liabilities</b>	<b>10,058</b>	<b>8,195</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>30,090</b>	<b>24,126</b>

# Condensed Cash flow Q4 FY24



In ₹ Mn, unless otherwise stated

	Q4 FY24	Q3 FY24
Cash flow before changes in working capital	1,684	1,945
Changes in working capital	500	(677)
Cash generated from operations	2,184	1268
Taxes	(262)	(186)
Cash flow from operating activities	1,921	1082
Net investments in tangible and intangible assets	(429)	(442)
Interest and other income	40	44
Investment in subsidiary	0	0
Cash flow from investing activities	(389)	(398)
Proceeds from sale of Property, Plant and Equipment	(31)	-
Borrowings	(1)	-
Dividend paid	(807)	-
Buy Back of shares	0	-
Interest paid on lease liabilities	(9)	(3)
Cash flow from financing activities	(848)	(3)
Cash flow for the period	685	681
Cash and cash equivalents at the beginning of period	6,162	5,451
Forex Fluctuations	(37)	30
Cash Acquired on ValueFirst Acquisition	0	0
Cash and cash equivalents closing balance <sup>(1)</sup>	6,810	6,162

1. Cash balance includes fixed deposits with maturity greater than twelve months classified under Non-Current Assets

# Condensed Cash flow FY24



In ₹ Mn, unless otherwise stated

	FY24	FY23
Cash flow before changes in working capital	7,563	6,249
Changes in working capital	(625)	(2,350)
Cash generated from operations	6,938	3,899
Taxes	(1,039)	(1,432)
Cash flow from operating activities	5,899	2,467
Net investments in tangible and intangible assets	(1,588)	(1,560)
Proceeds from sale of Property, Plant and Equipment	31	-
Interest and other income	154	264
Investment in subsidiary	(3,737)	0
Movement in Bank Balances	-	600
Cash flow from investing activities	(5,141)	(1,296)
Borrowings	(48)	0
Dividend paid	(1,344)	(1,086)
Buy Back of shares	0	(2,124)
Interest paid on lease liabilities	(117)	(68)
Cash flow from financing activities	(1,509)	(3,278)
Cash flow for the period	(750)	(2107)
Cash and cash equivalents at the beginning of period	7,116	8623
Forex Fluctuations	(61)	0
Cash Acquired on ValueFirst Acquisition	506	0
Cash and cash equivalents closing balance	6,810	7,116

1.Cash balance includes fixed deposits with maturity greater than twelve months classified under Non-Current Assets



# Free Cash Flow



In ₹ Mn, unless otherwise stated

	Q4 FY24	Q4 FY23	Δ %	Q3 FY24
<b>Operating cash flow</b>	1,921	2,069	(0.1)	1,082
<b>Capital expenditure</b>	(429)	(597)	(0.3)	(442)
<b>Free cash flow</b>	1492	1,472	1.85	640
<b>Free cash flow in percent of total revenue</b>	15%	18%	-	6%
<b>Free cash flow as % of PAT</b>	115%	123%	-	46%

# Free Cash Flow FY24



In ₹ Mn, unless otherwise stated

	FY24	FY23	Δ %
<b>Operating cash flow</b>	5,899	2,467	139
<b>Capital expenditure</b>	(1,588)	(1,560)	(0.02)
<b>Free cash flow</b>	4,311	907	375
<b>Free cash flow in percent of total revenue</b>	11%	3%	-
<b>Free cash flow as % of PAT</b>	79%	20%	-

# Reconciliation



In ₹ Mn, unless otherwise stated

	Q4 FY24	Q4 FY23	FY24	FY23
<b>Reported EBITDA</b>	1604	1661	7,322	5,879
<b>One-time expense- MWC</b>	273	38	273	38
<b>Adjusted EBITDA</b>	1877	1,699	7,595	5,917
<b>Adjusted EBIT</b>	1649	1,553	6,743	5,453
<b>Adjusted PAT</b>	1361	1,233	5,542	4,506

1. Adjusted PAT is normalized for the post tax impact for 2 items – (i) one-time expenditure of ₹ 273 MN incurred for Mobile World Congress 2024 and (ii) Gain of Rs. 210 MN in Other Income pertaining to write back of liability

 tanla

# MWC24 Barcelona



# Tanla Experience Hub @MWC 24, Barcelona



- Biggest Exhibit by an Indian company
- Over 200 visitors (in person) and 100,000 viewers (online)
- Attended by over 30 CXOs of leading enterprises. The event was also attended by regulators and analysts
- Hosting partners like Meta, Google, Truecaller, and major telcos
- Panels Knowledge-packed with luminaries from across geographies

London School of Business launched a case study titled *'From Adversity to Leadership- Tanla Platforms' Journey to Becoming India's SaaS Titan'*.



Scan QR for  
Case Study



*London Business School unveils the Case Study on Tanla at the Tanla Hub, MWC24, Barcelona*



**Celebrating launch of Messaging as a Platform (MaaP) for Google RBM**

# #MWC24 Snapshots





# Groundbreaking Announcements



The next generation of DLT is here: Tanla launches TruBloq.ai



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



Tanla announced “Wisely ATP Spotlight” – an innovative citizen protection portal to fight against online scams



Scan QR to know it all

# Influential Insights – Exclusive Leadership Sessions at Tanla Hub



Protecting 1Bn+ users from Scam

Reimagining Conversational Commerce





# About Us

*Team Tanla at the Tanla Hub, MWC24, Barcelona*

# Tanla embeds GenAI across all its platforms

## Wise Albert



Our intelligent core underlying all our products, revolutionizing digital interactions through Gen AI capabilities



**Audience.ai**  
(whom to send)



**Content.ai**  
(what to send)



**Channel & Partner.ai** (how to send)

## ATP



Scam identification and prevention in <50 ms through AI-ML led engines



Semantics engine



Sender reputation



CTA engine

## Trubloq



GenAI to elevate Trubloq's signature experience



**Registration.ai**

- 90%+ time saving in the registration process



**DigiAssets.ai**

- 100% compliance with all regulatory guidelines
- 1 single dashboard for digital asset analytics

## Wisely



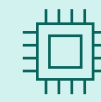
Single API-led intelligent platform for omni-channel digital interactions to deliver distinctive impact for enterprises and their users



Single API



End-to-End encryption



Smart routing



Performance analytics



Partner marketplace



SSOT enabled by blockchain



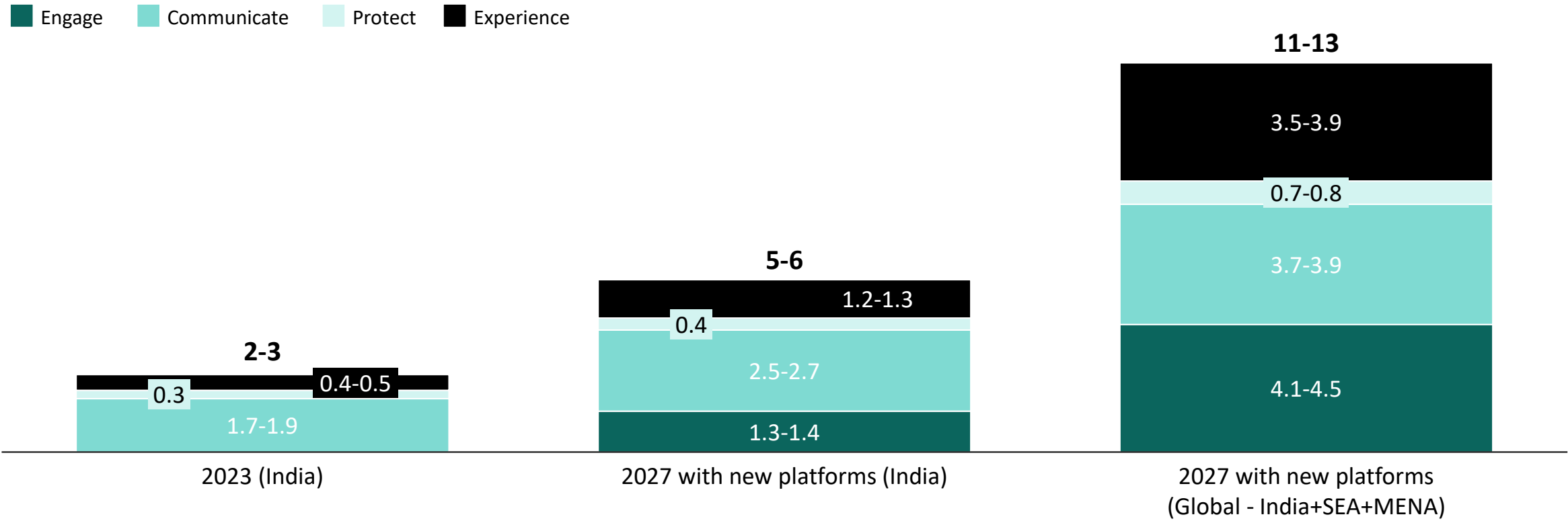
Integrated plugins



Core stack

# These platforms represent a Large & Growing TAM Opportunity

Total addressable market (CY'23 to 27, USD Bn)

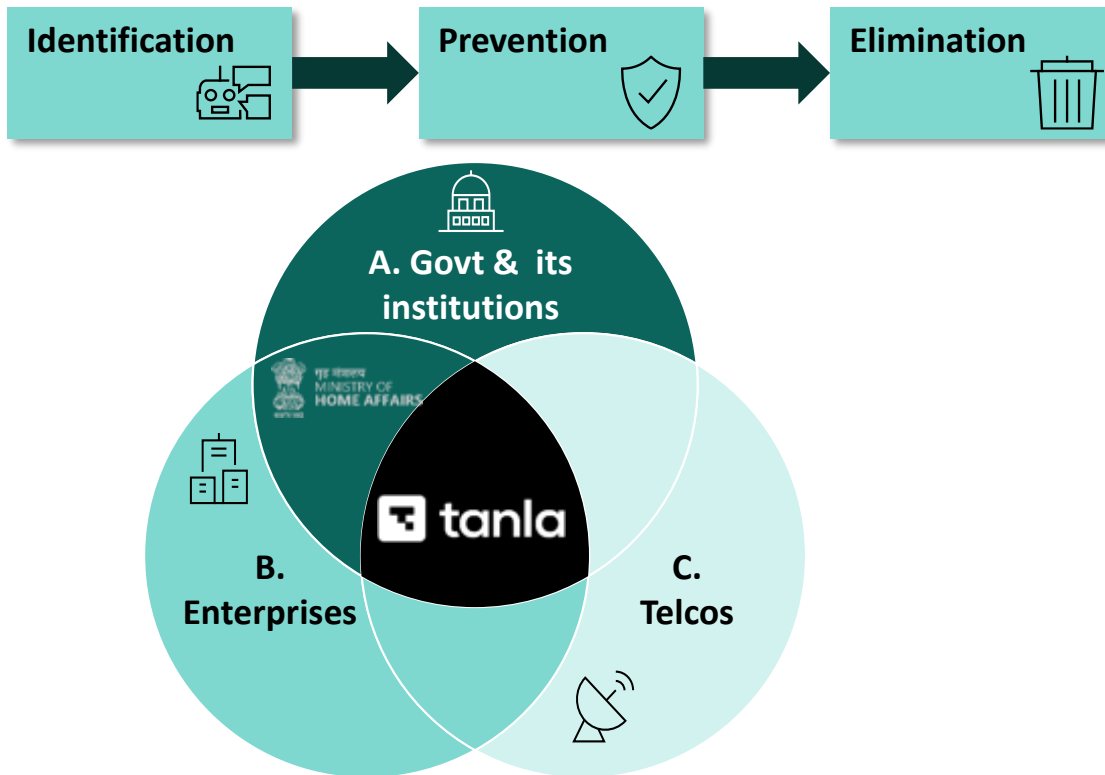


# We have also successfully addressed several **Greenfield opportunities**



## ATP

First of its kind anti-smishing platform



## Trubloq

With **world's 1<sup>st</sup> blockchain-enabled communication** stack. It works with a **consortium of telecom players** and other stakeholders to maintain the leadership position

<b>User</b> 	<b>1Bn+</b>	Users touched
	<b>60–80%</b>	Reduction in complaints per Mn SMS from telemarketers
<b>Regulatory</b> 	<b>100%</b>	Compliance to address all legal challenges
<b>Business</b> 	<b>3/4</b>	Indian telcos served 
	<b>100%</b>	Market share in UAE 
	<b>50k+</b>	Enterprise partners

# Our Customers love us in India and beyond

## We are the player of choice in India...


- 


**~45%**  
NLD market share
- 


**50%+**  
of total revenues contributed by 50 of our top 100 customers, retained for more than 5 years
- 


**Player of choice** in India  
across industries leaders
- 

**2000+**  
Customers across segments


- 

**9/10** top banks served
- 

**7/10** top insurance
- 

**8/10** top financial services
- 

**7/10** top social media
- marquee govt. projects



## ... and serve global giants in 4 regions

USA & Europe

Global Tech giants

SEA

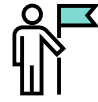


Middle East



# Our Market Leadership in Enterprise Communication (1/2)

## Undisputed market leadership



### Unmatched scale with 35% CPaaS market share

- 5% increase post ValueFirst acquisition
- ~45% share in SMS NLD market

### Player of choice across industry

- 2000+ customers across industries
- 8 of Top 10 brands served across banking, Insurance, Retail, E-Comm, Travel & Digital Natives

### Largest government partner

- Multiple campaigns supported



## High Customer Stickiness



### 50 of Top 100 accounts > 5 years

- Double digit growth in every customer cohort since inception
- 100+ API's integrations within a single enterprises across different ecosystems

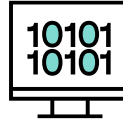
### Customized to serve enterprise needs

- Deeply integrated, with all major CRM systems across verticals to enable omnichannel communication
- 10,000 customized APIs to integrate with customers
- 1000+ bank-specific use cases supported



# Our Market Leadership in Enterprise Communication (2/2)

## Tech. backed use cases



### AI/ML based solutions developed for a leading bank

- **Impact:**  
2X increase in loyalty (offers availed) for the bank

### Context

- **Automated** relevant promotional messages based on user card swipe activity
- In house **ML capabilities** leveraged to trigger targeted offer to users basis transaction amount, location, and card type

## Newer Channels



### Turbo charging our growth

- ~3X YoY growth in Q4 from WhatsApp

### Serving enterprise curated needs

- **Commerce on WhatsApp:** Enabled cab booking over WhatsApp for a seamless consumer journey

## Great Financial Track Record

We continue to  
deliver over the  
last five years

All figures in ₹ Mn



**10,040**

Revenues 2019

~4x

**39,278**

Revenues 2024



**967**

EBITDA 2019

~8x

**7,322**

EBITDA 2024



**298**

PAT 2019

~18x

**5,483**

PAT 2024



# Thank You



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