

Tanla launches World's First Blockchain Enabled Commercial Communication Stack, TRUBLOQ, at MWC19, Barcelona.

~ The solution aids telecom service providers to eliminate fraudulent activities and safeguards the interest of all stakeholders against spam, frauds and sensitive issues like data privacy ~

- **Dr. R S Sharma, Chairman, TRAI, launches Trubloq at Mobile World Congress 2019**
- **Trubloq is the industry first telecom solution built on Distributed Ledger Technology (DLT) as per the latest TRAI regulations**
- **India's largest mobile network Vodafone Idea limited will be the first Telecom Operator to go live on Trubloq**
- **Largest use case of Blockchain technology deployment globally**

Hyderabad/Barcelona, February 26th, 2019: Tanla Solutions (NSE: TANLA, BSE: 532790), one of the world's largest Cloud Communication providers, today launched Trubloq, a first of its kind blockchain enabled commercial communication stack for the telecom sector. The solution has been developed to comply with the new TRAI regulation (TCCCPR 2018), and it empowers individual mobile users to set and manage their communication preferences and consents.

The genesis of this journey goes back to the issues of commercial communication with respect to Trust, Security, Spam, Fraud and privacy breaches which are essentially agnostic to developed and emerging markets. Globally regulators have had middling results to safeguard against Unsolicited Commercial Communication (UCC) and privacy breaches. This is due to a practice of reactive redressal mechanism on customer complaints.

The Indian telecom regulatory body (TRAI) seeks to converge technology and policy, using emerging technologies – distributed ledger, artificial intelligence and machine learning. This comprehensive regulation is built on two key facets of empowering and safeguarding mobile consumers. With a strong focus on recording customer consent and preferences, the regulation unlocks all good virtues of blockchain i.e. Trust, Security, Immutability and creating a digital audit trail.

Speaking during the launch **Uday Reddy, CMD, Tanla Solutions** said *"Trubloq is a ground-breaking innovation for the telecom industry, powered by Tanla's blockchain based communication stack. This initiative would perhaps be the largest use case for Blockchain in the world with potential transactional volumes of above 10 billion per month. We are confident that it will empower the billion plus mobile users. It truly is Made in India for Digital India and beyond!."*

About Tanla

Tanla started its journey as the new millennium set in with a small group of mobile messaging experts, with base in Hyderabad, India, to create a world-class messaging service. Today, Tanla is a global leader in its domain as one of the largest Cloud Communication providers, handling over 180 bn business communications annually. Tanla is innovating the way the world communicates, continuously raising the bar through enhanced speed, ease, and simplicity of Cloud Communication solutions, adopting cutting-edge technologies to meet the discerning needs of a diverse clientele, from enterprises to carriers across geographies. Tanla is a public limited company listed on leading Indian stock exchanges (BSE CODE: 532790 and NSE: TANLA).

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