



Tanla and Truecaller extend exclusive partnership to deliver customized solutions to enterprises

Hyderabad, India, 27 Feb 2024: Tanla India's leading CPaaS provider is pleased to extend an exclusive partnership with Truecaller for business messaging.

Truecaller, as a leading global platform for verifying contacts and blocking unwanted communication, bring with a wide array of advance messaging capabilities and a strong base of 260 million active users in India. The partnership was started in 2022, to provide a rich interactive messaging experience to its customers.

The partnership aims to help enterprises connect with their end-users and offer highly customized solutions, including rich media and engaging content. Business messages can seamlessly integrate images, videos, and documents, providing a distinctive experience, while at the same time offering benefits for enterprises like lower costs, faster deliveries, and better insights unlike traditional SMS.

Commenting on the partnership, Alan Mamedi, CEO and Co-Founder of Truecaller, said *"We have had a very successful collaboration with Tanla since 2022. We are now able to deepen the partnership in India, which is positive for us, for Tanla and for enterprises that can distribute messages to end customers in a more reliable, modern and cost-efficient way. The new partnership with strengthened collaboration ensures growing usage of the platform and opportunities to serve more business customers via Tanla's network. We are committed to this partnership with Tanla and to scale up volumes",* says Alan Mamedi, CEO and co-founder of Truecaller.

The rich user interface offers both one and two-way communication capabilities, leveraging rich media formats like photos, videos, and documents. With a diverse set of functionalities including phone numbers, hyperlinks, and delivery & read receipts, it delivers a best-in-class messaging experience.

"Our exclusive partnership with Truecaller since 2022 has been highly successful. We are excited to partner with Truecaller and provide customized solutions to enterprises by leveraging business messaging capabilities and rich media." said **Uday Reddy, Founder Chairman & CEO of Tanla Platforms Limited**

Tanla and Truecaller are confident that this partnership sets the foundation for continued growth and product development to further innovate and build an even more effective communication platform for enterprises.



About Tanla

Tanla transforms the way the world collaborates and communicates through innovative CPaaS solutions. Founded in 1999, it was the first company to develop and deploy A2P SMSC in India. Today, as one of the world's largest CPaaS players, it processes more than 800 billion interactions annually and about 63% of India's A2P SMS traffic is processed through Trubloq, making it the world's largest Blockchain use case. Wisely, our patented enterprise grade platform offers private, secure, and trusted experiences for enterprises and mobile carriers. Tanla Platforms Limited is headquartered in Hyderabad. Tanla is listed on two national exchanges, the NSE and BSE, (NSE: TANLA; BSE:532790) and included in prestigious indices such as the Nifty 500 and BSE 500, Nifty Digital Index, FTSE Russell and MSCI.

About Truecaller

Truecaller (TRUE B) is the leading global platform for verifying contacts and blocking unwanted communication. We enable safe and relevant conversations between people and make it efficient for businesses to connect with consumers. Fraud and unwanted communication are endemic to digital economies, especially in emerging markets. We are on a mission to build trust in communication. Truecaller is an essential part of everyday communication for more than 368 million active users, with more than a billion downloads since launch. Headquartered in Stockholm, since 2009, we are a co-founder led, entrepreneurial company, with a highly experienced management team. Truecaller is listed on Nasdaq Stockholm since 8 October 2021. For more information, please visit corporate.truecaller.com

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