

Tanla Appoints Dr. RS Sharma (former TRAI Chairman) to its Board of Directors

HYDERABAD, India — Jan 8, 2024 — Tanla Platforms Limited (NSE:TANLA, BSE:532790), India's leading CPaaS player announced the appointment of former TRAI Chairman Dr. RS Sharma to its board of directors, bringing the total number of directors on Tanla's Board to 7.

"Dr. Sharma's incredible vision and track record in India's digital transformation journey makes him an invaluable addition to Tanla's august board." said **Uday Reddy, Founder Chairman and CEO**. "We are excited to learn from his pioneering experiences & advice for continued success of Tanla Platforms globally."

Dr. Sharma had a distinguished career in the Government of close to five decades driving India's digital transformation.

He was Chairman of the [TRAI](#) (Telecom Regulatory Authority of India) between 2015 to 2020 and his tenure was marked by initiatives promoting net neutrality and consumer rights. Over the years, he has spearheaded multiple Government initiatives. As Chairman of the Empowered Group of COVID vaccine Administration (EGVAC), Dr. Sharma steered the design and roll out of [Co-Win](#) - the digital backbone of vaccination drive in India, which won international acclaim. As the CEO of [National Health Authority](#) (NHA), he was instrumental in implementing two health initiatives of the Government of India, [Ayushman Bharat Jan Arogya Yojana](#) (AB PM-JAY) and [Ayushman Bharat Digital Mission](#) (ABDM). He is also best known for the role he played as Director General & Mission Director of the [UIDAI](#) (Unique Identification Authority of India) in the years 2009 – 2013.

"Tanla is adept at harnessing disruptive technologies. And I see how they have innovated to foster trust in the CPaaS ecosystem." said **Dr. Sharma**. "Joining the board of such a forward-thinking technology company is really an opportunity to contribute to nation building."

An Indian Administrative Service officer since 1978, Dr Sharma holds a PhD in Management and Public Policy from Indian Institute of Technology, New Delhi, Masters in Computer Sciences from the University of California, USA and Masters in Mathematics from the Indian Institute of Technology, Kanpur. Dr Sharma also holds an LLB degree.

About Tanla

Tanla Platforms Limited 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 is included in prestigious indices such as the Nifty 500, BSE 500, Nifty Digital Index, FTSE Russell, and MSCI.

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 derivative 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 05/06/23, 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 billing 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.

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