

Tanla Platforms Appoints TRAI Veteran Sunil Bajpai as Chief Trust Officer

Hyderabad, India – 19 May 2022: Tanla Platforms Limited (NSE: TANLA; BSE:532790), India's leading CPaaS provider announced the appointment of Mr. Sunil Bajpai as its Chief Trust Officer, effective 19th May 2022. Sunil Bajpai joins the company after working with Government of India for over 30 years, including in Telecom Regulatory Authority of India (TRAI), where he served as Principal Advisor. At Tanla, he will now be responsible for driving exceptional trust standards for the CPaaS ecosystem with specific focus on the consumers of business communication.

"Tanla is a company with a larger purpose of instilling trust across the CPaaS ecosystem – we are extremely honoured to serve over a billion consumers – our customer's customers. We have instilled trust in the products we develop with a single-minded focus on data security and data privacy and protecting the consumers from spam & fraud." Said Uday Reddy, Founder Chairman and CEO. "Mr. Sunil Bajpai joining Tanla as Chief Trust Officer with his exemplary track record in this domain highlights our commitment to be a thought leader in the exciting world of trusted business communication. I am very excited to have Sunil on board and he brings tremendous passion for building trust across the ecosystem, keeping the consumers interests in mind. I've admired Sunil's work for years, and it is a pleasure to have him on the team."

Tanla has been at the forefront of building trust in business communication. Trubloq, our blockchain platform has contributed to 44% decrease in complaints against registered telemarketers since the TCCPR 2018, went live resulting in reduction of spam and fraud. Wisely, the patented platform of Tanla provides data security and data privacy for all business communications. Appointment of Mr. Sunil Bajpai as Chief Trust Officer is a further testament to our commitment to enhance consumer experience in business communication. He will work with the regulatory community, enterprises and partners to drive products and policies to address all concerns of consumers in the evolving space of business communication globally.

Talking about his appointment at Tanla, Sunil Bajpai said, "When TRAI came out with the TCCPR regulation, I saw Tanla's innovation and domain knowledge help convert the regulatory intent into reality by building Trubloq, the largest blockchain use case in CPaaS industry in the world. I am very excited to join Tanla with its passion for innovation and compliance because Tanla has repeatedly demonstrated that they are committed to drive trust across all dimensions of their business. My priority is to build trust amongst the consumers and achieve gold standard in user experience."

Sunil Bajpai has held numerous positions of responsibility across policymaking, research, and leadership in the Indian Government. At Trai, he was the key proponent and the brain behind the Telecom Commercial Communication Customer Preference Regulation (TCCPR), 2018, a path-breaking first-in-the-world initiative for controlling spam and fraud communications and protecting the interests of the consumers.

The board of Tanla is thrilled to welcome Sunil Bajpai as part of the Tanla family.

For any additional information, please contact:

Chandra Sekhar. K
Head- Media relations, Tanla
chandrasedkhar.k@tanla.com

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, Nifty Alpha, FTSE Russell, and MSCI.