



ASPIRATION WITH A PURPOSE

Artificial Intelligence (AI) Tech Start-up in the area of Marketing Automation



Forward Looking Statement

This presentation contains 'forward-looking statements' that are based on our current expectations, assumptions, estimates and projections about Tanla Solutions Limited (the "Company"), our industry, economic conditions in the markets in which we operate, and certain other matters. Those statements include, among other things, the discussions of our business strategy and expectations concerning our market position, future operations, margins, profitability, liquidity and capital resources. These statements are subject to known and unknown risks, uncertainties and other factors and they depend on future events and circumstances. Such statements do not guarantee future results or development and the actual results or outcomes may differ materially from those implied by the forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, fluctuations in foreign exchange rates, our ability to manage growth, intense competition in the services provided by the Company, including those factors which may affect our cost advantage, wage increases, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, regulatory changes, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which the Company has made strategic investments, withdrawal or expiration of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. In light of these and other uncertainties, you should not conclude that the results or outcomes referred to in any of the forward-looking statements will be achieved. All forward-looking statements are based on information available to us on the date hereof, and we do not undertake to update these forward-looking statements to reflect future events or circumstances unless required to do so by law.

Context of the Acquisition

TANLA SOLUTIONS TO ACQUIRE GAMOOGA FOR INR 48.5CR

Reinforce leadership position

Increase wallet share from existing customers and add new customers by entering the disruptive and fast-growing marketing automation industry

New age technology offering

Enhance Tanla's product portfolio with artificial intelligence and machine learning powered customer experience suite

Turbocharge growth

Leverage Tanla's strong enterprise foot-print and go-to-market, to rapidly scale Gamooga

Attractive financials

Fast growing and profitable company with predictable business model

Key Transaction Terms

Transaction Consideration



- An aggregate purchase consideration of ₹ 48.5 Crore
 - To be discharged by a combination of cash and Tanla stock.
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Financing



- Cash payment of ₹ 31.5 Crore. This will be funded from Tanla's internal accruals.
 - Gamooga will be issued ₹ 17 Crore worth of Tanla Solutions Limited stock at a price of ₹ 80 per Equity share.
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Expected Closing



- This acquisition is expected to close by October 2019 and is subject to approval from Tanla's Shareholders and regulators, if any.

Gamooga Overview

Product based

Strong suite of Bigdata & AI powered marketing automation offerings

Scalable

Highly scalable business model with cloud and on-prem offerings

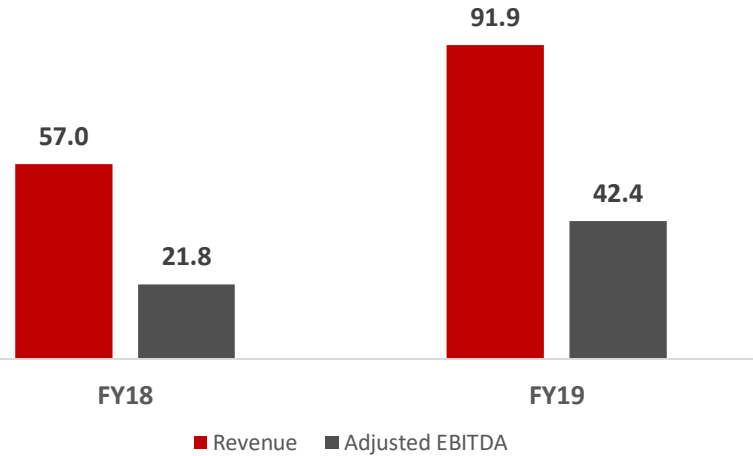
Profitable & Growing

61% Revenue growth YoY with 46% EBITDA

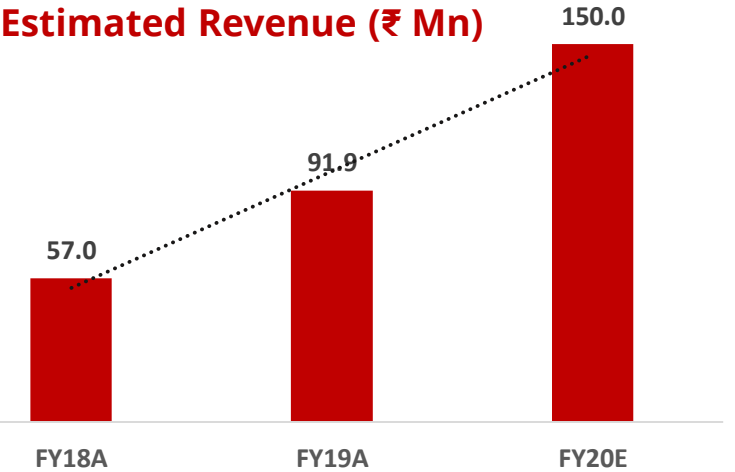
Strong portfolio of brands

e-commerce, Retail, BFSI customers using Gamooga to create new customer experiences

Revenue & Adj. EBITDA (₹ Mn)



Estimated Revenue (₹ Mn)



Strong Team

Kishore A

Founder

IIT Guwahati, Ex-Gogler.
Built and launched
Gamooga suite of Products.

Hyderabad, India based company with a team of 50 employees

Nishita

Co-Founder

Ex EY, Built strong
customer based for
Gamooga

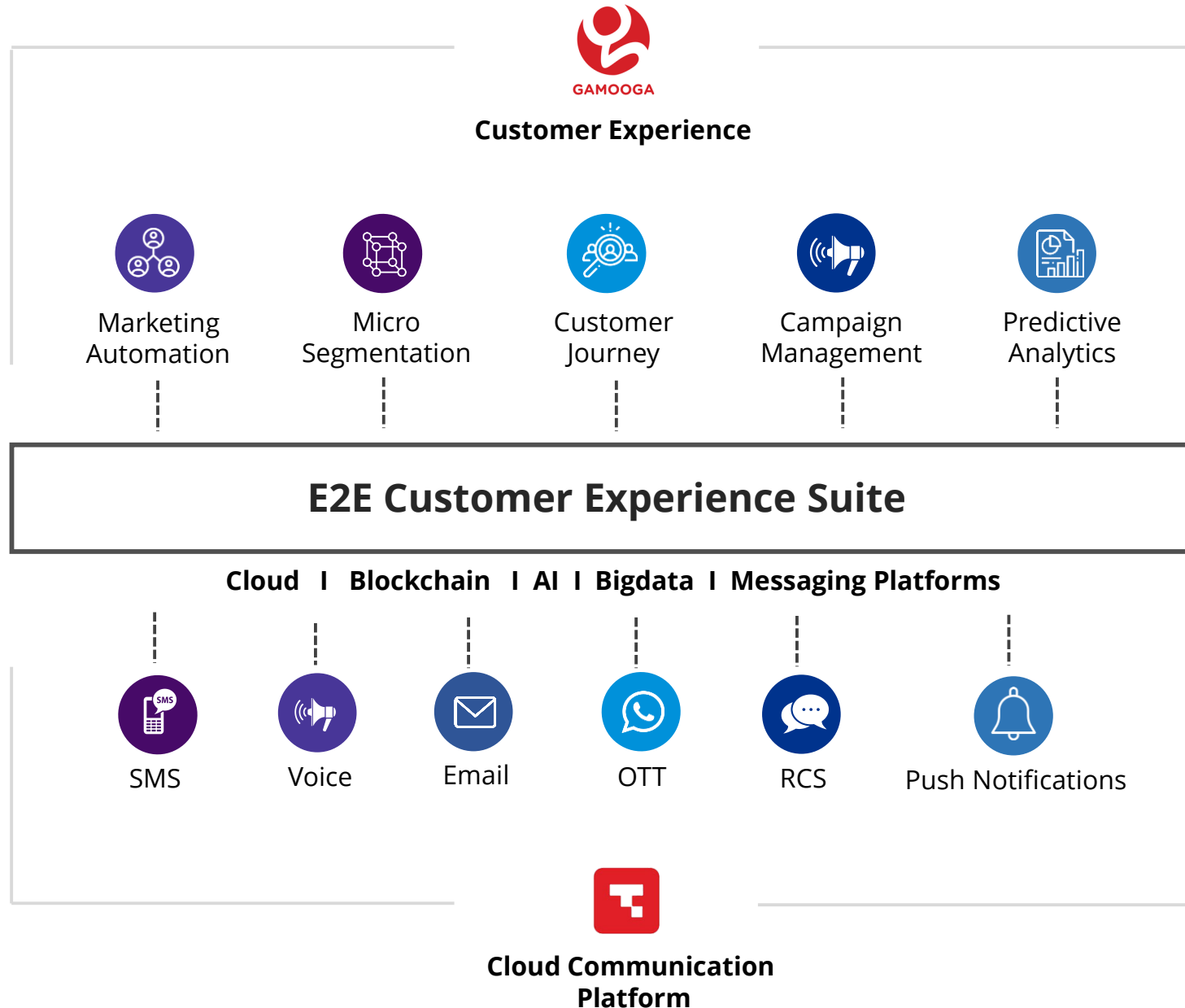
gamooga.com

Top Customers



Tanla + Gamooga

Fusing the power of data driven marketing automation and Omni-channel communication



1Bn + Users Tracked

700 Bn + Events Recorded

100 Bn + Messages Sent

1500+ Customer base

7 of top 10 Companies across verticals

50% of India's business communications processed by Tanla's Platform

Summary

- 1 Tanla becomes the **leading Integrated Communications and Marketing Technology provider** further accelerating its position as a Global market leader in the industry
- 2 Enables us to **directly serve 1500+ enterprise customers** across large, mid-market and small industry segments, combining the power of communication and data to drive business results.
- 3 Brings **convergence of customer experience and omni-channel engagement** across major enterprise verticals to enable their B2C communication



Stronger Together!



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