

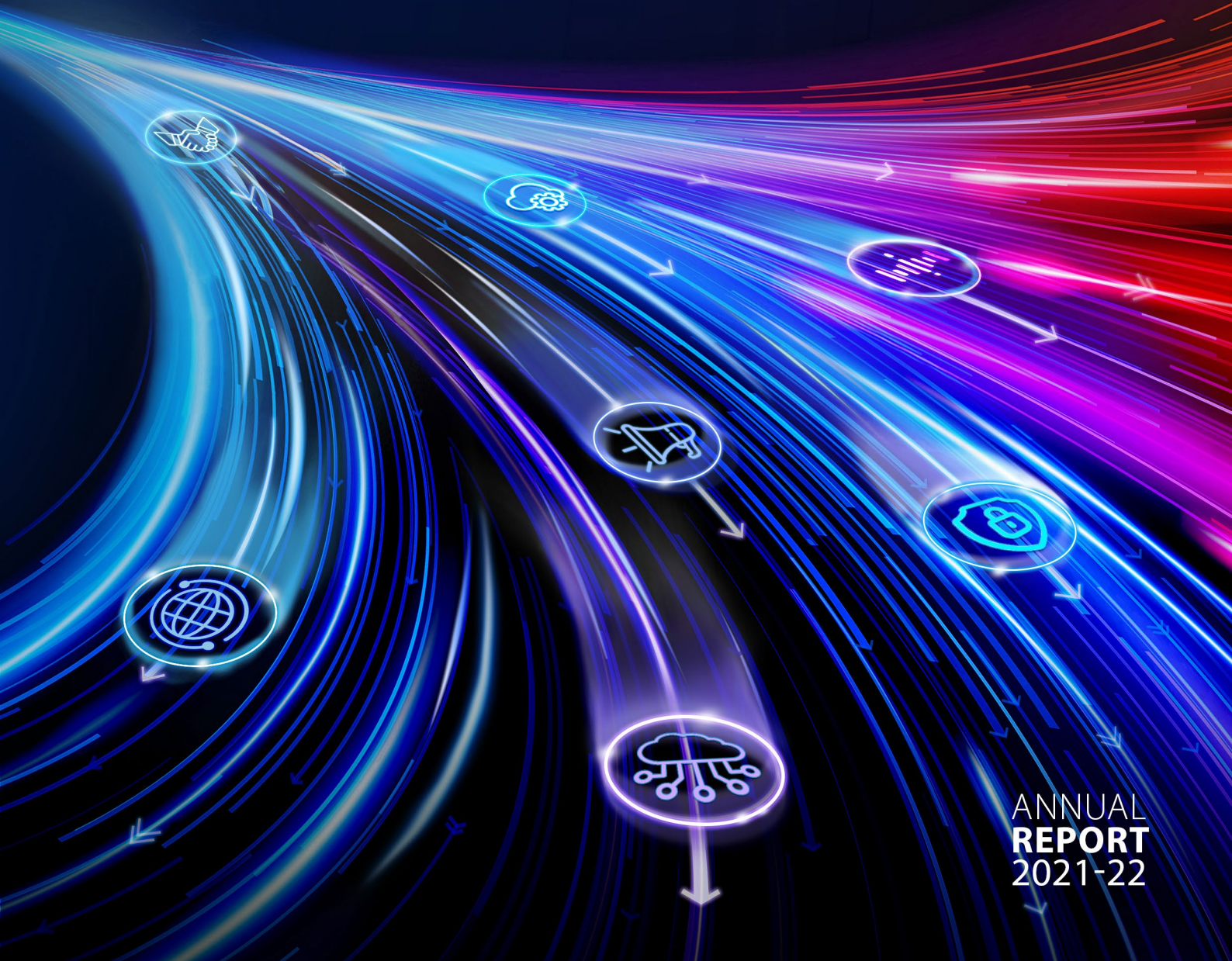


TATA TELESERVICES (MAHARASHTRA) LIMITED

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ACCELERATING DIGITAL ADOPTION

WITH SMART BUSINESS SOLUTIONS



ANNUAL
REPORT
2021-22

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ACCELERATING DIGITAL ADOPTION

WITH SMART BUSINESS SOLUTIONS

Counted among the country's leaders in smart digital solutions, we not only provide the digital highways on which companies, big and small, run their businesses but also act as the technology catalyst for their growth by offering a comprehensive portfolio of digital solutions in the domain of Security, Collaboration, Marketing, Cloud & SaaS.

Our purpose is to accelerate the adoption of digital technologies by businesses aspiring to Do Big.

FROM THE CEO'S DESK

As we cautiously enter the post-pandemic era, we value the lessons learnt during the pandemic and are geared to bring hyperfocus to what resonates with our customers, our partners and our employees. Our deep customer understanding, focus on continuous innovation across products and processes, technological expertise and customer-centric values keep us firmly positioned for sustainable growth.



Dear Investor,

Customer behaviour, evolutionary at all times, is seeing a rapid transformation. Businesses are having to manage economic and health crises, which have driven new employee and customer engagement protocols, remote working on an unprecedented scale, the re-engineering of supply chains, and numerous struggles, consolidations, and creative partnerships.

Consumers and businesses have adopted new digital behaviours. Today, digital has become all-pervasive, and is dramatically changing our lives, enterprise business models and reshaping the economy. There is now a strong push for digitalisation from enterprise decision makers who in their individual capacities have grown to be 'digital citizens' and actively favour companies, even in a B2B setting, that offer seamless and frictionless digital experiences. There is considerable focus on Artificial

Intelligence (AI), Machine Learning (ML) and Data Analytics along with Cloud Infrastructure, which serves as the backbone for all transformational technologies. This holds true for digital-native companies as well as large businesses with legacy technology that are now rebooting their processes with smart and scalable technologies to become digitally agile.

Hybrid/remote working has led to a large number of end-points, increasing consumption speed and volume of internet traffic. It has now become imperative for enterprises to reassess their digital preparedness and improve the security of their remote users and devices along with critical data associated with them. Organisations are shifting from traditional cybersecurity practices to adoption of zero-trust security solutions as well as embracing asset-light models, which move workloads to digital in a bid to react to market opportunities faster.

These trends are shaping the core expectation of reliable digital connectivity, secure conferencing and collaboration tools, data security, cloud, and co-location. While the small enterprises demand cost-effective all-in-one solutions, the larger enterprises need scalable and upgradable solutions with unparalleled specialised service with committed SLAs and assured data security.

To cater to the emerging needs of our customers and in our journey to becoming the country's leading digital solutions provider, we have continued to strengthen our Smart Business Solutions portfolio with the following launches:

- Smartflo, an ultra-flexible and advanced cloud communication suite that allows employees, working in office or remotely, to access centralised resources in a secure manner.
- Smart Internet Leased Line, which offers a bundle of ILL with cloud-based security and a DIY interface. It empowers businesses with not only reliable enterprise-grade connectivity but also provides usage visibility, usage control, cloud-based security, and application maintenance.
- SD-WAN iFLX, an intelligent, secure, and flexible network management solution that brings superior intelligence and flexibility to enterprise networks, thereby making them agile.
- EZ Cloud Connect, a bundled solution that ensures connectivity across offices, preferred data centres and cloud port.
- Security Solutions to address the emerging needs of email security, endpoint security, web security, virtual firewall, and multifactor authentication.
- Productivity and Collaboration Solutions through strategic partnerships with Global Majors.

As we continue to position ourselves among the leading providers of smart digital solutions, we have taken several steps to ensure that our digital organisation and ecosystem are strong and all-pervasive. We have launched several programs and driven the automation/digitisation agenda across functions to support this ambition.

Transformation of any kind starts with a focus on skills at an individual and collective level. We believe that this will be the single most important theme on the agenda for all organisations on the path to transformation. To ensure continuous upskilling of our employees, we have initiated several new programs through partnerships with leading traditional and digital learning platforms.

To support our evolution into a digital services company, we have refreshed the visual identity of our brand. The refreshed brand identity personifies our purpose of accelerating the adoption of digital technologies by businesses aspiring to Do Big.

Our performance during the last year was driven by our ability to create a range of products and solutions to create value for our customers and partners. We bagged multiple prestigious awards, which recognised our focus on empowering enterprises with relevant digital technologies, providing innovative products, delivering good customer experience, digitising processes, and engaging the audience with meaningful marketing programs. These accolades reinforce our commitment to excellence and creating solutions that are relevant to our customers, enabling them to Do Big.

TO SUMMARISE...

As we cautiously enter the post-pandemic era, we value the lessons learnt during the pandemic and are geared to bring hyperfocus to what resonates with our customers, our partners and our employees. Our deep customer understanding, focus on continuous innovation across products and processes, technological expertise and customer-centric values keep us firmly positioned for sustainable growth.



Harjit Singh

CEO

Tata Teleservices (Maharashtra) Limited

ABOUT US

Tata Teleservices (Maharashtra) Limited (TTML) is a leading player in the connectivity and communication solutions market for enterprise customers. With services ranging from Connectivity, Collaboration, Cloud & SaaS, Security and Marketing solutions, we offer a comprehensive portfolio of ICT solutions for businesses in India under the brand name Tata Tele Business Services (TTBS). Our solutions allow enterprises to be resilient and maintain business continuity in a flexible, scalable and secure manner.

We have a progressive approach of partnering with Small and Medium Enterprises (SMEs) as technology enablers and subject matter experts to bring them at par with the fast-evolving technology landscape. Our objective is to provide products and solutions that significantly impact the competitiveness of our customers and enable them to Do Big. We deliver customer delight with solutions through a deeper understanding of unique customer needs.

OUR PROMISE

We have adopted the customer promise framework of Develop-Deliver-Delight:



Develop deep understanding of the unique needs of our customers



Deliver pioneering products and services of outstanding quality and value



Delight our customers with great experience at every touchpoint

OUR VISUAL IDENTITY

Brand consideration and usage are two important dimensions that help us remain competitive. Our brand Tata Tele Business Services (TTBS) has evolved over the years in line with the ever-changing internal and external environment.

During the year, we undertook an exercise of refreshing the visual identity of our brand with the objective of communicating our strategic shift to being a digital services company, reflecting our renewed purpose and reinvigorating the brand, making it more vibrant. The refreshed visual identity personifies TTBS' purpose of accelerating the adoption of digital technologies by businesses aspiring to Do Big.

TATA TELE
BUSINESS SERVICES



OLD LOGO

TATA Tele
Business Services



NEW LOGO

The refreshed logo reinforces the credibility of our offerings with the transformative leap we are taking into new spaces. It reflects trust, warmth, joy, enthusiasm, and vibrancy of ideas.

An integrated communication program was undertaken to generate awareness among internal and external stakeholders, through key touchpoints, announcing and introducing the new visual identity.

BOARD OF DIRECTORS

Our Board steers the business towards sustainable growth, in line with the Company's long-term goals.



Ms. Hiroo Mirchandani
Independent Director

Ms. Hiroo Mirchandani has served on the boards of over ten companies in consumer goods, healthcare, financial services, telecom and hospitality. She brings experience of corporate governance, P&L management, consumer insights and financial acumen to her presence on boards. She also taps into her diverse board & operational knowledge to provide counsel and strategic inputs to management. She facilitates cross-pollination of corporate governance practices from her experience as an independent director and retail investor.

Ms. Mirchandani is also an Independent Director on the boards of publicly listed Crompton Greaves Consumer Electricals Ltd., Nilkamal Ltd. and MedPlus Health Services Ltd. She currently chairs the Audit Committee of Tata Teleservices (Maharashtra) Ltd. and the Nomination & Remuneration and CSR committees of an omni-channel pharmacy chain - MedPlus Health Services Ltd. She also plays a key role on the Risk Management, Stakeholders Relationship and other Board Committees that she serves on.

Prior to her 7-year career as an Independent Director, Ms. Mirchandani has held management roles for over 30 years in P&L, Marketing and Sales primarily in the consumer goods and healthcare sectors. She advanced from being Branch Manager at Asian Paints, Marketing Head at Dabur and Marketing Director at World Gold Council to Business Unit Director & Executive Committee member at Pfizer.

Ms. Mirchandani is a Chevening Gurukul Scholar from the London School of Economics, an MBA in Marketing and Finance from the Faculty of Management Studies and a graduate from Shri Ram College of Commerce, New Delhi.



**Dr. Narendra
Damodar Jadhav**
Independent Director

Dr. Jadhav is a renowned author, economist, educationist, social scientist, and public speaker. He was a Member of Parliament (nominated to Rajya Sabha by Honorable President of India) till April 24, 2022. He is also a visiting faculty at four distinguished universities. Dr. Jadhav, in his four decades of public service, has served in key positions as Member of the Planning Commission and the National Advisory Council. He has also held the position of Vice-Chancellor at University of Pune and Principal Advisor and Chief Economist, Reserve Bank of India (RBI). During his 31-year association with the RBI, he also served in advisory capacities at International Monetary Fund (IMF) and the Governments of Afghanistan and Ethiopia.

Dr. Jadhav holds a PhD in Economics from Indiana University, USA and has penned or edited 41 books, numerous reports, and research papers. He is a recipient of 72 national and international awards, including four Honorary D-Litt degrees and the title of the Commander of the Order of Academic Palmes by the Government of France.

Dr. Jadhav also serves on the Board of Jain Irrigation Systems Ltd., Sustainable Agro-commercial Finance Ltd., Dhani Services Ltd., Dhani Loans and Services Ltd. and Tata Teleservices Ltd.



Mr. Kumar Ramanathan
Independent Director

Mr. Ramanathan brings in over 25+ years of marketing experience from the leadership roles he has played across various companies like Pepsi, Vodafone and Positive Integers. Mr. Ramanathan is a Founder of Positive Integers Pvt. Ltd., a decision science company, and has been spearheading the company since its inception.

At present, Mr. Ramanathan is CEO of Positive Integers. Prior to this, he was holding the position of Director – Analytics and Commercial, Vodafone AMEAP region and Chief Marketing Officer, Vodafone India Ltd. Prior to that, he was the Unit Manager, Pepsico India Holdings.

Mr. Ramanathan has a master's degree in Commerce from the Delhi School of Economics and a management degree from IIM, Ahmedabad.

Mr. Ramanathan also serves on the Board of Varthana Finance Pvt. Ltd., Tata Communications Payment Solutions Pvt. Ltd., Positive Integers Pvt. Ltd., Tata Communications Transformation Services Ltd. and Cartology Pvt. Ltd.



Mr. Srinath Narasimhan
Non-Executive Director

Mr. Srinath has over 36 years of experience in a broad range of leadership roles in the ICT sector. Since joining the Tata Administrative Services in 1986, Mr. Srinath has held positions in Project Management, Sales & Marketing, and Management in different Tata group companies in the ICT sector.

At present, Mr. Srinath is the Chief Executive Officer of the Tata Trusts.

Prior to Tata Trusts, Mr. Srinath was the Managing Director of Tata Teleservices Ltd. and Tata Teleservices (Maharashtra) Ltd. from February 1, 2011, till March 31, 2020.

Prior to this, Mr. Srinath was the Managing Director of Tata Communications Ltd. from February 2007 till January 2011. Under his leadership, Tata Communications transformed from a monopoly, public sector undertaking into a global communications services provider offering advanced network, managed and cloud services to customers worldwide.

Mr. Srinath has received several recognitions in the telecom industry. For a period of two consecutive years (2008 and 2009), he was named as the world's eighth most influential telecom personality by the Global Telecoms Business magazine as well as the 'Telecom Person of the Year' by the India-based Voice and Data magazine in 2008. Mr. Srinath was also named the 'Telecom CEO of the Year' in Asia by the leading publishing group Telecom Asia in 2006, and in the same year he was conferred the Udyog Rattan Award by the Institute of Economic Studies (IES). He was awarded the Distinguished Alumnus Award by the Indian Institute of Management Calcutta in 2021.

Mr. Srinath has also served as the Chief Executive Officer of Tata Internet Services from late 2000 to February 2002 and Chief Operating Officer at Tata Teleservices Ltd. in 1999.

Mr. Srinath has a bachelor's degree in Mechanical Engineering from IIT Madras and a management degree from IIM Calcutta, specializing in Marketing and Systems.

Mr. Srinath also serves on the Board of Tata Communications Ltd., Tata Industries Ltd., Assam Cancer Care Foundation, Alamelu Charitable Foundation and Tata Teleservices Ltd. He is appointed as a nominee of Sir Dorabji Tata Trust on the Governing Council of Tata Memorial Hospital and on the Council of Management of the Tata Institute of Fundamental Research. He is also appointed as a nominee of Sir Dorabji Tata Trust on the Council of the Indian Institute of Science.



Mr. Ankur Verma
Non-Executive Director

Mr. Verma has around 20 years of experience in Investment Banking, Capital Markets and Corporate Strategy. At present, Mr. Verma is Senior Vice President at Tata Sons Pvt. Ltd. where his responsibilities include strategy, corporate finance, mergers, and acquisitions. Previously, Mr. Verma was Managing Director (Investment Banking Division) in Bank of America Merrill Lynch, and prior to that he was Group Manager & Head, Business Planning in Infosys Technologies Ltd. – Corporate Planning Group.

Mr. Verma has a management degree from IIM Calcutta and holds a bachelor's degree in Mechanical Engineering.

Mr. Verma also serves on the Board of Tata Capital Housing Finance Ltd., Tata Elxsi Ltd., Tata AutoComp Systems Ltd., Tata Play Ltd., Tata 1MG Technologies Pvt. Ltd. and Tata Teleservices Ltd.



Mr. Thambiah Elango
Non-Executive Director

Mr. Elango has over 30 years of experience in Telecom and Consumer verticals. He has managed large organisations with high complexities. The experience involves engaging with the Board for large scale investments and with the government stakeholders. Mr. Elango has expertise in launching new services, products across geographies from scratch and building scale quickly.

Mr. Elango is currently the co-founder and CEO of an NGO, the Ganga Foundation, which focuses on improving the lives of people having spinal injuries.

Prior to this, Mr. Elango was working as President (Consumer Business) with Tata Teleservices Ltd. Prior to joining Tata Teleservices in 2010, he has worked with various organisations like Bharti Airtel, Titan Industries, etc.

Mr. Elango holds a management degree from IIM, Bangalore, and a bachelor's degree in Mechanical Engineering from College of Engineering, Guindy, Chennai.

Mr. Elango also serves on the Board of Savadika Retail Pvt. Ltd. and Vaidynathan Foundation.