



**TATA** TELESERVICES (MAHARASHTRA) LIMITED

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DEMOCRATISING TECHNOLOGY.  
UNLOCKING POTENTIAL.

#MakeBigHappen

ANNUAL REPORT 2022-2023





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# DEMOCRATISING TECHNOLOGY. UNLOCKING POTENTIAL.

In today's business landscape, staying competitive means embracing a digital-first mindset and leveraging modern technology to be agile and adaptive. However, it is a fact that many Small and Medium Enterprises (SMEs) lack the expertise and resources to manage their information, communication, and digital needs effectively, which is a bottleneck that stops them from unlocking their full potential.

We believe in democratising cutting-edge technology to help enterprises accelerate their adoption of digital solutions. We provide bespoke, affordable, and accessible solutions that significantly boost their competitiveness. Our mission is to unlock potential for all stakeholders, enable our customers to Do Big, help our channel partners grow, empower employees to delight customers, and generate sustainable returns for investors.

**We are dedicated to our customers as we focus on our goal to  
#MakeBigHappen.**



## From the MD's Desk

Over the last few years, the emergence of new business models, hyper-personalised omni-channel communication, and innovative digital technologies has transformed the business landscape significantly. As the strategic importance of technology continues to increase multi-fold, we at TTBS, are excited to play a pivotal role in democratising technology for small and medium businesses and empowering them to scale.

A photograph of Harjit Singh, the Managing Director of Tata Teleservices (Maharashtra) Limited. He is a middle-aged man with a beard, wearing a red turban, a grey suit, a white shirt, and a red tie. He is sitting at a desk, looking towards the camera with a slight smile. His hands are resting on a silver laptop. The background is a blurred office setting with large windows.

### Harjit Singh

Managing Director,  
Tata Teleservices (Maharashtra) Limited





## Dear Shareholders,

The business landscape has been changing at a rapid pace. Even as the post-pandemic life comes back to normal again, the way businesses operate has significantly and permanently evolved. What seemed to be situational and exceptional demands from communication and digital technologies during the pandemic are now proving to be permanent and essential requirements to fuel the newer ways of doing business. There is a growing importance being placed on customer-focused business models, accelerated adoption of cloud infrastructure, unified communications, security solutions, omni-channel customer experience, and many such digital solutions.

SMEs (Small and Medium Enterprises) account for 90% of enterprises in India by count but contribute less than 40% to the country's GDP, compared to a nearly 70% contribution to the GDP by SMEs in developed markets. This represents a massive unlocked potential for the SMEs in India.

Our endeavour has always been to democratise technology and empower SMEs in their digital transformation journey by playing the role of a trusted digital solutions partner. Towards this end, we continued to strengthen our Smart Business Solutions portfolio with the following launches:

- » **Smartflo WhatsApp for Business Suite:** A key addition to the overall Smartflo cloud communication suite which enables seamless omni-channel communication.
- » **SmartOffice® Business Broadband:** A single box solution with data, voice, security, and productivity tools to help businesses power up without the hassle of multiple vendors.
- » **Infrastructure as a Service:** A cloud infrastructure portfolio launched in partnership with **Microsoft**.
- » **Smart Cloud Managed Services:** A specialised support for every stage of an organisation's cloud journey.
- » **Smart Workspace Solutions:** A suite of workspace productivity tools launched in collaboration with **Google**. This is in addition to our partnership with **Microsoft** and **Zoom Communications**.
- » **Seqrite Endpoint Security:** A complete endpoint security solution powered by **Seqrite**, providing intelligent threat protection from cyber threats.

Our mission is to continue to build a comprehensive portfolio of highly relevant digital solutions which drive the digital transformation journey of businesses.

With the spotlight on our values of '**Faster, Simpler, Closer**', we have created a positive shift in our work culture, fostering better connections amongst teams and with our customers.

As an organisation, we focused on building our capabilities, emphasising employee training and professional development, which ensure that we have the skills and knowledge essential to thrive in a rapidly changing business environment.

As we look back on the year 2022, we are satisfied with the progress we have made towards building an organisation of the future. Adopting best practices, implementing new technologies, streamlining processes, and reorganising our teams helped us build the momentum in our business.

Our performance has been driven by our unique ability to combine our range of products, technology, and expertise to create significant value for our customers. This commitment has been recognised with prestigious accolades such as the ones below:



### ET Telecom Award

Best Enterprise Service Provider of the Year  
Best Digital Transformation of the Year  
Best Customer Service



### CII DX Award

For Operational Excellence  
through Digital Transformation



### Stevie Asia Pacific Award

Best Customer Service

Overall, we believe that the work we have done this year has laid the foundation for a robust and empowered organisation of the future.

We are excited for the future and the potential it holds for our customers, for our organisation and for our employees.

Harjit Singh

Managing Director, Tata Teleservices (Maharashtra) Limited

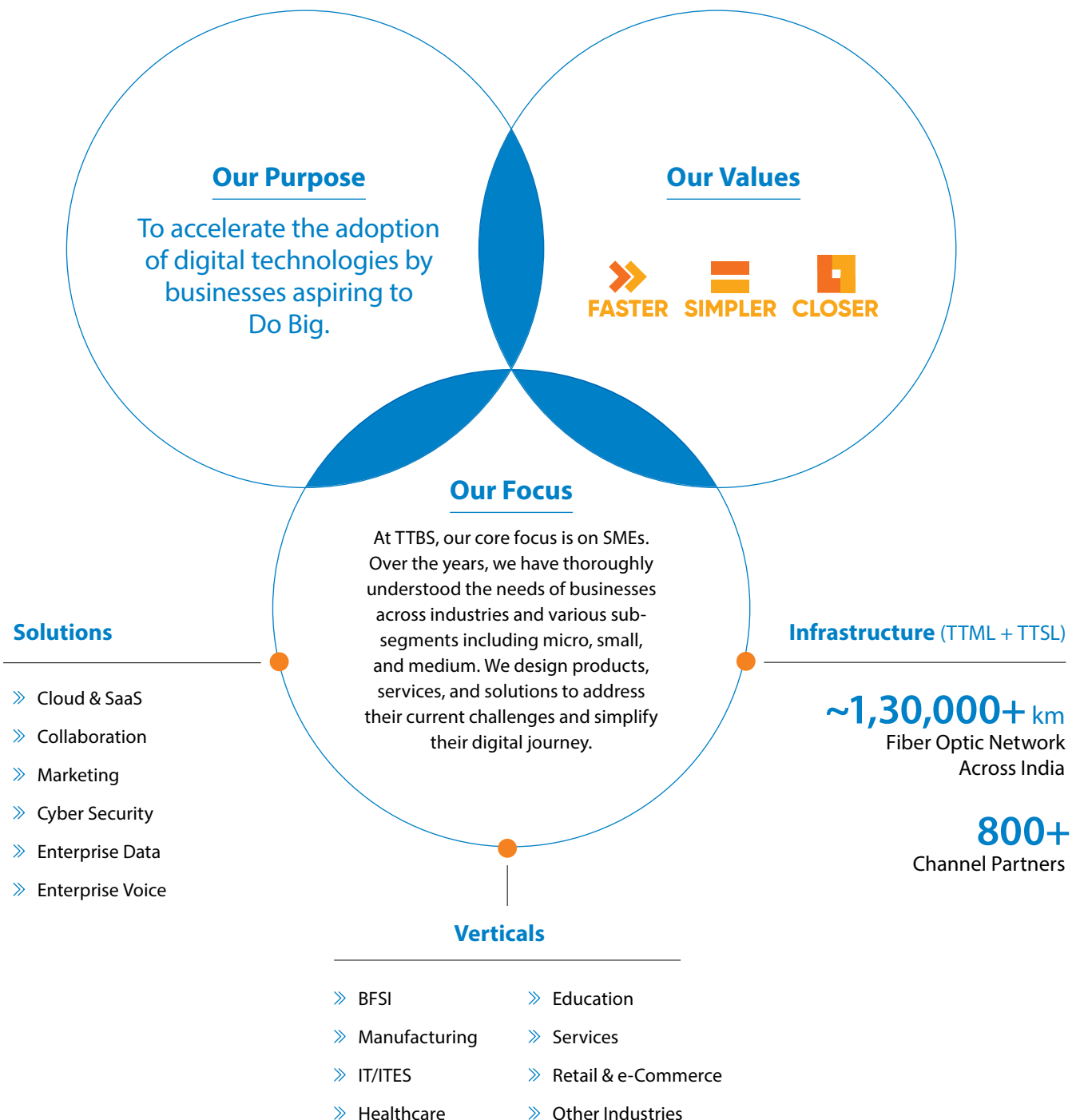


# About Us

**Tata Teleservices (Maharashtra) Limited (TTML) is a leading player in the connectivity and communication solutions market for SMEs. With services ranging from Connectivity, Collaboration, Cloud & SaaS, Security, and Marketing solutions, we offer a comprehensive portfolio of Information and Communication Technology (ICT) solutions for businesses in India under the brand name Tata Tele Business Services (TTBS).**

We help businesses stay competitive in today's rapidly evolving digital landscape by offering innovative solutions which enhance reach, transform customer experiences, and streamline business processes. With over 25 years of experience working with SMEs, we deeply understand their needs and offer tailor-made, value-added digital services.



**Our Products/Solutions Partners**



## Our Products and Services

With an unwavering commitment to innovation and a relentless pursuit of excellence, we proudly offer a comprehensive range of products/solutions that harness the power of disruptive digital technologies.



### Cloud & SaaS Solutions

#### Infrastructure as a Service (IaaS)

- » Microsoft Azure
- » Smart Cloud Services

#### Smart Workspace Solutions

- » Microsoft 365
- » Google Workspace
- » Zoom Communications

#### Smartflo Suite

- » Cloud Communications
- » WhatsApp Business Platform



### Enterprise Data Solutions

- » Smart Internet Leased Line
- » SD-WAN iFLX
- » Smart VPN-MPLS
- » EZ Cloud Connect
- » Leased Line-P2P
- » Wi-Fi
- » Ultra-LOLA
- » Business Broadband
- » SmartOffice® Broadband



### Cyber Security Solutions

- » Email Security
- » Seqrite Endpoint Security



### Marketing Solutions

- » Toll Free Services
- » Call Register Services
- » Hosted IVR
- » Hosted OBD
- » SMS Solutions



### Enterprise Voice Solutions

- » SIP Trunk
- » PRI
- » International Bridging Services
- » Centrex



## Key Business Solutions



### Smartflo Suite of Solutions:

- » **Cloud Communications Suite:** An award-winning, innovative suite of solutions which allows businesses to flow forward with multi-modal, multi-functional, flexible, scalable, secure and seamless digital connectivity at all times.
- » **WhatsApp Business Platform:** A platform designed for businesses to connect one-to-one with their customers, at scale. We are the authorised providers of Meta Platforms (WhatsApp Business Platform).



### Infrastructure as a Service:

A superior cloud IaaS and 24/7 support solution that enables shift of business operations to the cloud at a custom pace, giving businesses the ability to transform computing, storage, networking, security, and management. We have partnered with Microsoft to offer Microsoft Azure solutions.



### Smart Workspace Solutions:

- » **Microsoft 365:** A suite of workspace productivity tools designed to simplify internal processes and help unlock the potential of employees and technology.
- » **Google Workspace:** A digital workspace solution which provides seamless connect between all core applications of work, like email, chat, voice and video calling, collaboration, storage, task management, security tools, etc.
- » **Zoom Communications:** A new-age unified communication suite customised to enhance collaboration for businesses.

We have partnered with Microsoft, Google, and Zoom Communications to offer Smart Workspace Solutions.



### SD-WAN iFLX:

A network transformation solution which gives businesses operational simplicity, application-level prioritisation/visibility, integrated security, and enhanced application performance. This solution is powered by **Fortinet**.



### Smart Internet Leased Line:

A state-of-the-art solution which helps businesses gain access to robust connectivity, security, manageability, and clear visibility of its users and network.



### EZ Cloud Connect:

A bundled solution which ensures connectivity across offices, data centres, and cloud port helping businesses eliminate multi-entity interaction.



### SmartOffice® Broadband:

A single box solution with data, voice, security, and productivity tools to help businesses power up without the hassle of multiple vendors.

**Our business solutions are born from a deep understanding of customer needs and our ability to develop products that cater to their key priorities, which include enhancing customer experience, improving operational efficiency, and ensuring financial growth.**



## Our Commitments

We are dedicated to our customers, partners, and our people. We commit to their safety, well-being, and engagement, while building a high-performing culture and a vibrant environment.

**Being a Trusted Partner to SMEs and Enterprises, our focus is always on:**



### Providing Differentiated Service

We provide full support to our customers across their lifecycle through proactive and preventive support for seamless service, iManage app for automated self-service, as well as enhancement and expansion of infrastructure for resilient networks.



### Active Customer Engagement

This year we leveraged multiple platforms to actively engage with customers, including Do Big Prive', Do Big Grande', and Do Big Forum.



### Delighting Customers

We offer a comprehensive range of Smart Business Solutions catering to the current and emerging needs of customers, thereby enabling them to transform their business.