



October 20, 2021

BSE Limited  
Listing Department  
P. J. Towers,  
Dalal Street, Fort  
Mumbai – 400 001

National Stock Exchange of India Limited  
Listing Department  
Exchange Plaza, Plot No. C-1, Block G,  
Bandra Kurla Complex,  
Bandra (E), Mumbai – 400 051

**Scrip Code: 532371**

**Scrip Symbol: TTML**

Dear Sir/Madam,

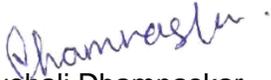
**Subject: Press Release**

We enclose herewith the Press Release dated October 20, 2021, being issued by the Company, which is self-explanatory.

This is for your information and records.

Thanking you,

Yours faithfully,  
For Tata Teleservices (Maharashtra) Limited

  
Vrushali Dhamnaskar  
Company Secretary

Encl.: As stated above.

**TATA TELESERVICES (MAHARASHTRA) LIMITED**

Registered Office : D-26, TTC Industrial Area, MIDC Sanpada, P.O. Turbhe, Navi Mumbai, Maharashtra, 400 703

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Website: [www.tatateleservices.com](http://www.tatateleservices.com) | CIN: L64200MH1995PLC086354

## Tata Tele Business Services launches 'Smart Internet' for Businesses

### *Smart Internet: Industry's First Smart Internet Leased Line with Protection, Control and Manageability of the High-speed Network at an Affordable cost*

New Delhi, October 20, 2021: [Tata Tele Business Services \(TTBS\)](#), India's leading enabler of digital connectivity and cloud solutions for businesses has announced the launch of **Smart Internet**, Industry's first smart internet leased- single suite combining high speed internet with cloud based security and greater control at an optimised cost.

Digitally driven businesses that continue to modernize their operations require network manageability and visibility alongside consistent and fast internet connectivity with built-in robust cyber threat protection. Due to the increased frequency and sophistication of cyberattacks like phishing, ransomware among others, network manageability and visibility has always been a concern that has rendered many businesses unproductive with profound impact on their financials, reputation, and sustainability. Smart Internet helps overcome all these challenges.

Security, ultra-fast and reliable connectivity, visibility, and manageability are the key attributes of the Smart Internet solution. It offers **Protection** against malware, botnets, phishing, ransomware, adware as well as command and control callbacks over any port or protocol thus resulting in a strong DNS (Domain Name Service) security; **Control** for seamless connectivity which allows customers to block/unblock websites and content categories; and **Manageability** which allows customers to view their dashboard with event logs and threats blocked creating a unique value-add along with ILL link utilization and reports. All these benefits provide businesses with more conformed and reliable security for protection against sudden and impending cyberattacks.

*Commenting on the launch of Smart Internet, **Mr. Vishal Rally, Senior Vice-President, Product & Marketing, Tata Teleservices** said, "Protection, Control and Manageability are the fundamental components required for a smart network. Smart Internet has been developed with an endeavour to minimize cyber-attacks encountered by businesses especially SMBs and provide them with seamless connectivity entrusted with advanced security at an affordable price. With Smart Internet, businesses can now easily access bandwidth-heavy applications on our highly- secured and high-performance network with real time usage control and manageability to enhance their productivity. TTBS remains committed to deliver effective digital transformation capabilities and help businesses accelerate their growth journey."*

#### **Smart Internet: Key Attributes**

- Real-time protection from online threats
- Web portal access for managed services
- Dedicated symmetric bandwidth
- DIY – Customized selection of feature-based preference
- Service uptime of 99.5%

According to a recent industry report by [Cisco](#), three in four SMBs (74%) in India suffered a cyber incident in the past year, resulting in 85% of them losing customer information to malicious websites, in addition to tangible impact on business. It is clear that as businesses are rapidly digitalising, they are becoming an easy target for cyber-attacks. They need to invest in reliable security solutions to safeguard their vital digital infrastructure.

TTBS has taken several initiatives in the recent times to empower enterprises with innovative and reliable solutions as they move up the digital transformation curve. The company has strengthened its portfolio of enterprise grade solutions such as Smartflo – an advanced cloud communication suite; SmartOffice - a one-box start-up kit with voice, data, apps and storage, SD-WAN iFLX - an intelligently flexible solution (built on Fortinet’s platform) for network optimization, EZ Cloud Connect - a dedicated private network gateway to Public Clouds, Ultra-Lola, Collaboration Solutions, IoT Solutions, Cloud Applications, and a comprehensive suite of Cyber Security Solutions across industries. It has also recently partnered with Zoom Video Communications, Inc. to offer world-class unified communication solutions to enterprises. All these solutions appropriately address the needs arising out of a distributed and remote working environment and enable customers to maintain business continuity in a flexible, scalable, and secure manner.

### **About Tata Teleservices**

Tata Teleservices Limited along-with its subsidiary Tata Teleservices (Maharashtra) Limited (NSE: TTML, BSE: 532371) (Tata Teleservices) is a growing market leader in the Enterprise space. It offers a comprehensive portfolio of voice, data and managed services to enterprises and carriers in the country under the brand name Tata Tele Business Services (TTBS). Tata Teleservices has an extensive, high quality and robust wireline network and offers its products and services in more than 60 cities across India. Tata Teleservices has one of the largest enterprise focused teams in the industry with deep customer engagement and technology orientation offering focused sales and service experience to customers. Tata Teleservices (Maharashtra) Limited is listed on BSE and NSE in India.

For more information, please visit: <https://www.tatatelebusiness.com>

### **For further queries, please contact -**

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