

TTBS HIGHLIGHTS THE IMPERATIVES OF 'BUILDING DIGITAL RESILIENCE TO THRIVE IN THE NEW NORMAL'

Strategies to survive, thrive, and be digitally empowered through the pandemic and beyond



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Tata Tele Business Services (TTBS), India's leading brand of B2B connectivity and cloud solutions highlighted the importance of digital agility in in round table forum DO BIG Digital CXO Round Table Discussion titled as '**Building digital resilience to thrive in the New Normal**' with industry leaders from diverse sectors.

The discussion centered around the fact that SME segment CXO's are exploring innovative practices to build resilience across their organizations. Technology continues to empower the inherent value across several functions and various workstreams, whether protecting the top line and increasing profitability, developing agility, scaling up the operations, retaining as well as engaging customers. A conversation with CXO's / CEO's who are architecting the new paradigm of growth and value creation with the help of technology was required and the roundtable provided the same to perfection.

The notable participant speakers as well as TTBS representatives for the event were **Pradip Kumar Gohil** - Cofounder and CEO at World Miro Stock Exchange, **Neha Khattod** - Co-founder & Director at Yash Finpro INTL. Pvt Ltd, **Sandeep Golechha** - Cofounder and Director at Oomero Ltd, **Umesh Mehta** - Research Head and Chief Investment Adviser at Samco Securities Ltd, **Sanam Jain** - Director at Nano Serendipity Consortium Pvt. Ltd. The event was moderated by **A. S Muthu Prasanna** - Founder Crumbles.

Sharing his views on the subject, **Mr. Manish Singh**, General Manager at Tata Teleservices said, "Covid-19 rs, has acted as a tipping point for digital transformation of the workplaces and this will speed up further as technology is now a vital pivot on which enterprises are totally dependent for their continuity and growth. As enterprises are moving fast on their digital curvthey are embracing digital solutions e that allows them to service their customers from anywhere and anytime. At TTBS, we are providing enterprises with our most comprehensive portfolio of solutions such as Cloud-based Connectivity solutions, Collaboration solutions, IoT, Data Management and Cybersecurity solutions across industry segments. These solutions help in building resilience across the value chain and making distributed workforce more secure and collaborate more efficiently across platforms."

Mr. Umesh Mehta - Research Head and Chief Investment Adviser at Samco Securities Ltd., said, "Work from home is going to stay and a good number of enterprises will continue to allow their employees to work remotely Hybrid work model will become the

permanent one, post the ongoing pandemic".

The pandemic really changed operating and working models for the organisations. Teams were impacted, working from home brought forth so many challenges like managing workers, services, and the collaboration between technical and IT teams of enterprises. Working from office, client meetings, performing due diligence activities, and closing the mandate has been quintessential for certain business institutions and the travel restrictions during the concourse of the pandemic was a big hurdle in their way. To find out a mechanism to sail through this, online adaptation of their businesses and thorough digital transformation was the path that they finally resorted to. Problem solving without the use of whiteboarding was also a big hurdle during the troubling times of the pandemic. In regulated spaces for serving clients, a lot of challenges came to the forefront. Explaining and creating systems virtually was the way out and enterprises did start resorting to the same.

The discussion also touched upon the need for enterprises to strike a balance between empathetic and a cost-effective leadership. Principles of transparency, accountability, fairness, inclusiveness, and respecting diversity within the team along with attaining a sustainable competitive advantage and earning above average returns is a joint strategy that has become even more important for enterprises to adopt to remain productive and profitable.

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Key Takeaways:

The discussion brought forth the fact, that to mitigate the growing demands of the market Tata Tele business services has strengthened its portfolio of services such as cloud-based communication solutions and has launched the proprietary cloud communication suite by the name of SmartFlo which combines an uninterrupted flow of business communication with intelligent call routing and monitoring.

- *SMES need to adopt the right digital solutions and technologies to build digital resilience*
- *SMES must automate the measurement of productivity*

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

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