

TATA TELE BUSINESS SERVICES CONDUCTS AN INSIGHTFUL CXO ROUNDTABLE MEET ON “THE IMPERATIVES OF TRANSFORMING BUSINESS THROUGH NEW AGE COMMUNICATION TOOLS”

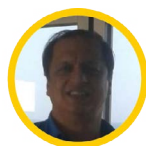
TTBS underpinned the benefits of the Smartflo, Smart Internet and Easy Cloud besides several communications and collaboration solutions for the SMEs



Manish Singh
General Manager,
Tata Teleservices



Sahil Anand
Director,
IBS Intelligence (IBSi)



Sunil Kumar Siraslewala
Managing Director,
Divya Global Pvt Ltd

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Tata Tele Business Services (TTBS) India's leading brand of B2B digital services provider, hosted its flagship industry forum **CXO Round Table Discussion** with industry leaders from diverse sectors on the need for new age communication tools

that are cost effective, ultra-flexible and make the businesses future ready as they move forward on their digital transformation journey.

The discussion centered around the fact that use of new age communication tools has accelerated during the pandemic as it facilitates effective collaboration for the remote working environments. The pandemic and the subsequent digital shift saw an upsurge in need of new and sophisticated communication tools for effective collaboration among customers and employees.

Besides TTBS representatives, some of the notable participant speakers for the event were **Sahil Anand** - Director IBS Intelligence (IBSi), **Sunil Kumar Siraslewala** - Managing Director Divya Global Pvt Ltd, **Arpeet Khattod** - Director Yash FinPro International Pvt Ltd, **Tejas Shah** - Deputy Director IT SVKM, **Punam Harsharan** - Founder Organic Amrit.

Elaborating on TTBS initiatives, **Mr. Manish Singh** - General Manager, Tata Teleservices said, “Cloud is becoming central for all digital transformation technologies, our endeavour is to bring in cloud based solutions like Smartflo, Smart Internet etc that are secure, affordable, easy to deploy, scalable and build operational efficiencies and allow enterprise to win in their respective categories. These solutions are asset and capex light and cater to the emerging needs of the anywhere, anytime and any device hybrid workforce.”

Giving his insights on the topic **Mr. Sahil Anand**, Director, IBS Intelligence (IBSi) said, “Communication tools that are secured are super important especially when your dispersed teams are working with clients across globe.”

Elaborating further on said topic **Mr. Sunil Kumar Siraslewala** - Managing Director Divya Global Pvt Ltd said, “Bringing the people back from their homes to our units is a big task and we are working to adopt best communication tools to ensure better and secured collaboration”.

Some of the key takeaways from the event were as follows:

- New age Communication tools allows teams to work remotely without any hindrance and hybrid work model is the new mantra that businesses should adopt.
- Small and Medium Enterprises need to invest in technology that will enhance business services and enable them to service clients remotely without compromising on the efficiency.
- Covid 19 has accelerated the adoption of new age communication tools, which has opened a lot of opportunities for companies to innovate. Technology has permeated to the remote parts of the country, but innovative technologies are further required at affordable costs which would give a quantum leap for small and medium businesses for post covid growth along with and regular and incremental organic growth.
- Current scenario has transformed management consultancy businesses completely to a new dimension that is working more efficiently. Hybrid model is here to stay with its remarkable benefits for the industry.

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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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