

## Tata Tele Business Services highlights importance of Digital Transformation among SMBs

*New-age communication tools that are cost-effective, ultra-flexible and make the businesses future-ready*

**New Delhi, March 22, 2022 :** Tata Tele Business Services (TTBS), India's leading B2B digital services provider in partnership with the Talk a new media and thought leadership platform for Small and Medium Businesses (SMBs) and Start-ups hosted its flagship industry forum **CXO Round Table** discussion on **"Accelerating Digital Transformation Among SMBs"** 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 CXO Round Table discussion centred around the fact that companies are adopting new technologies to stay relevant and thrive in their dynamic industries where, cloud platforms provide the agility, scalability and innovative capabilities that propels cost-effective digital transitions. The talk connects and engage Corporates, SMB and Start-ups for knowledge sharing and networking through its offline & online events, YouTube channel and digital magazine.

The notable participant speakers as well as TTBS representatives for the event were: **Arindam Baral** (Head – Product & Technology, ABP eVentures Pvt Ltd), **Bhagwati Pant** (General Manager, Anahita Hospitality LLP), **Anindya Saha** (Asst Professor IT & IT Coordinator, Army Institute of Management) and **Devendra Sharma** (Manager – IT, Shiroki Automotive India Pvt Ltd.)

Sharing his views on the subject, **Mr. Aditya Kinra, Vice President, Tata Teleservices said,** *"COVID-19 has accelerated technology penetration which has given 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 to SMBs for post covid growth along with regular and incremental organic growth. At TTBS, we are democratising technology with our smart cloud and collaborative solutions that are asset and capex light and are enabling digital transformation for SMBs to make them resilient and future-ready."*

**Mr. Arindam Baral, Head Product & Technology ABP eVentures Pvt Ltd said,** *"Availability of new digital solutions in the market can empower SMBs and Startups to explore innovations in their business operations to scale their business and get more competitive."*

**Mr. Bhagwati Pant, General Manager Anahita Hospitality LLP said,** *"Hospitality industry always believes in personalized service with human touch, but the pandemic changed the game where the entire range of services got digitized now. Going digital has benefitted the industry to stay afloat in the difficult times."*

**Mr. Anindya Saha, Asst. Prof IT & Co Coordinator IT, Army Institute of Management said,** *"SMBs should adopt to the newer technology to sustain business in the new normal. Technology is the plank that can help them compete with large companies."*

**Mr Devendra Sharma, Manager IT Shiroki Automotive India Pvt Ltd said, “In automobile industry when it comes to interaction among customers, channel partners, suppliers, always it used to be personalized meetings, whereas the entire scenario has changed after covid, where marketing and sales also happens virtually.”**

**Key Takeaways:**

- Availability of new digital solutions
- Innovative & New Technologies
- Cost-effective digital transitions

**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>

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