



August 21, 2025

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 August 21, 2025, 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 PO Turbhe Navi Mumbai 400703  
Phone +91 22 6661 5111 Fax +91 22 6660 5517 Email investor.relations@tatatel.co.in Website www.tatatelebusiness.com  
CIN L64200MH1995PLC086354

## Tata Tele Business Services Unveils 'Mira'

**A warm, trusted, and tech-savvy guide to make digital transformation simpler and more human**

**New Delhi - August 21, 2025:** [Tata Tele Business Services \(TTBS\)](#), one of India's leading B2B digital and cloud solutions providers, has announced the launch of its brand mascot '**Mira**', a smart, approachable digital advisor created to help India's Small and Medium Enterprises (SMEs) navigate their digital journey with ease.

As India's SME sector accelerates its digital adoption, many businesses face challenges in understanding and implementing the right technological tools. Mira, with her human-like qualities and engaging personality, will act as a trusted advisor, making technology more accessible while fostering confidence among business owners in adopting smart solutions.

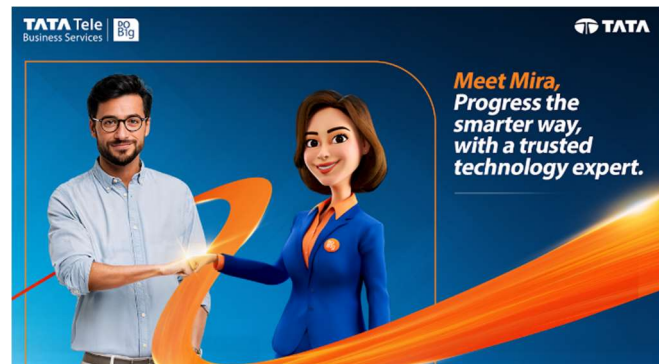


Vishal Rally

*"With Mira, we're redefining how businesses engage with digital solutions through simplicity, warmth, and trust" said **Vishal Rally, President & Chief Revenue Officer, Tata Teleservices.** "Mira reflects our values of being approachable and expert-led ensuring SMEs feel supported at every step of their growth. Mira will bridge the gap between complex tech-speak and real-world business needs, making digital transformation an inclusive and seamless experience."*

### Why Mira Matters for MSMEs:

- **Makes Tech Simple:** Presents technical information in an easy-to-understand manner.
- **Guiding Businesses:** Adds a friendly touch to TTBS experience, helping businesses navigate and adopt the right solutions smoothly.
- **Trusted Companion:** Reinforces TTBS's promise of being a dependable partner in progress.



Mira, as the female persona, brings relatability to TTBS's brand identity, while naturally aligning with the growing role of women as key drivers in business and entrepreneurship.

Mira will play a central role in TTBS's customer engagement, marketing communication, digital content, and support journeys personifying the brand promise of "Progress, the Smarter Way." From guiding SMEs on the right technology adoption to narrating their success stories, Mira will enhance the relevance and effectiveness of TTBS's offerings.

**Video Link:** <https://youtu.be/DP7ZlxUUWcY>

## 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 Connectivity, Collaboration, Cloud & SaaS, Security, and Marketing solutions for businesses 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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