

October 01, 2024

The Secretary
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot no. C/IG Block,
Bandra-Kurla Complex Bandra (E)
MUMBAI - 400 051

NSE Symbol: PELATRO

Dear Sir/Madam,

Sub: Disclosure pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Pursuant to Regulation 30 read with Para B of Part A of Schedule III of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), we wish to inform that Pelatro has been chosen by a large Telco is South East Asia which involves Pelatro's mViva Customer Engagement Hub offers campaign management, loyalty management, lead management and data monetization through its Patented Technology. The press release in this regard is also enclosed herewith.

The details as required under Regulation 30 of Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023, is enclosed as "Annexure A" to this letter.

Kindly take the same on record.

Thanking you.

Yours sincerely,

For Pelatro Limited



Khushboo Sharma
Company Secretary and Compliance Officer
A51813

Press Release:

October 1, 2024

Pelatro, a leader in customer engagement solutions for enterprises in the telecom and banking sectors, announced that its platform has been chosen by a large telco in South East Asia. Pelatro will leverage AI/ML technology to help the telco to analyse the behaviour of their subscribers and to then engage with those subscribers by launching appropriate campaigns and by setting up an attractive loyalty program. The omni channel interactions will help the telco to increase its revenue and reduce churn, while improving customer satisfaction and Net Promoter Score significantly.

Pelatro's mViva Customer Engagement Hub offers campaign management, loyalty management, lead management and data monetization. Pelatro also provides a variety of services covering business operations, business consulting and IT operations. Pelatro's patented technology enables it to deliver advanced capabilities which can be leveraged by the enterprises to meet their objectives in a short period of time and at acceptable cost.

Pelatro serves several large global telco groups across more than 30 countries in Asia, Middle East, Africa and Latin America from its offices in India, Singapore, Russia and Colombia.

Subash Menon, Chairman & Managing Director, said "We are delighted to serve this new customer by deploying two of the products from our mViva Customer Engagement Hub. This win further cements our leadership position in Asia. We are confident of continuing our growth in the coming years".

SI. No.	Particulars	Details
1.	Name of the entity awarding the order(s)/contract(s);	Leading Telecom Operator in Southeast Asia
2.	Significant terms and conditions of order(s)/contract(s) awarded in brief;	The contract is to deliver campaign management and loyalty management to help the telco to analyse the behaviour of their subscribers and to then engage with those subscribers by launching appropriate campaigns and by setting up an attractive loyalty program for a period of 5 years.
3.	Whether order(s) / contract(s) have been awarded by domestic/ international entity;	International Entity
4.	Nature of order(s) / contract(s);	The contract is to deliver campaign management and loyalty management to help the telco to analyse the behaviour of their subscribers and to then engage with those subscribers by launching appropriate campaigns and by setting up an attractive loyalty program.
5.	Whether domestic or international	International
6.	Time period by which the order(s)/contract(s) is to be executed	Contract spanning over a period of 5 years
7.	Broad consideration or size of the order(s)/contract(s);	Approx USD 3.2 million over a period of 5 years.
8.	Whether the promoter/ promoter group / group companies have any interest in the entity that awarded the order(s)/contract(s)? If yes, nature of interest and details thereof	No.
9.	Whether the order(s)/contract(s) would fall within related party transactions? If yes, whether the same is done at “arm’s length	No.