

PEL/2024-25/24

January 07, 2025

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**

**Script Code: 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 Telco in the Middle East to supply Pelatro's mViva Campaign Management Solution and that we have received several purchase orders for product enhancements, in the form of change requests, from existing customers. 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**  
Digitally signed by  
KHUSHBOO SHARMA  
Date: 2025.01.07  
08:56:45 +05'30'



**Khushboo Sharma**  
**Company Secretary and Compliance Officer**

*Encl: as above*

**Press Release:**

January 07, 2025

Pelatro, a leader in customer engagement solutions for enterprises in the telecom sector, announced that its platform has been chosen by a telco in the Middle East. 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. The omni channel interactions will help the telco to increase its revenue and reduce churn, while improving customer satisfaction and Net Promoter Score significantly. In addition to this contract, Pelatro has received several purchase orders for product enhancements, in the form of change requests, from existing customers.

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 "This new contract enhances our position in the Middle East, a region we have been targeting quite extensively over the past couple of years. This customer has a formidable presence in the region which will enable us to build on the relationship and continue our expansion in the Middle East. Change requests help us to meet the evolving needs of our customers enabling us to deepen our engagement with them".

Annexure-A

Sl. No.	Particulars	Details
1.	Name of the entity awarding the order(s)/contract(s);	Leading Telecom Operator in Middle East Asia and several existing customers.
2.	Significant terms and conditions of order(s)/contract(s) awarded in brief;	The contract is to deliver campaign management solution to help the telco to analyse the behaviour of their subscribers and to then engage with those subscribers by launching appropriate campaigns for a period of 3 years. Change requests to deliver new features and functionalities.
3.	Whether order(s) / contract(s) have been awarded by domestic/ international entity;	International Entities.
4.	Nature of order(s) / contract(s);	The contract is to deliver campaign management to help the telco to analyse the behaviour of their subscribers and to then engage with those subscribers by launching appropriate campaigns. Change requests to deliver new features and functionalities.
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 3 years. Change requests to be delivered within the next few months.
7.	Broad consideration or size of the order(s)/contract(s);	Approx USD 2.1 million over a period of 3 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.