

PEL/2024-25/28

February 04, 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

Scrip 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 group in Africa to deploy mViva Campaign Management Solutions in their networks in three countries. The press release in this regard is 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

Encl: as above

Press Release:

February 04, 2025

Pelatro, a leader in customer engagement solutions for enterprises in the telecom sector, announced that its platform has been chosen by a telco group in Africa to deploy mViva Campaign Management Solutions in their networks in three countries. Pelatro will leverage AI/ML technology to help the group's opcos to analyse the behaviour of their subscribers and to then engage with those subscribers by launching appropriate campaigns. The omni channel interactions will help them to increase their 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 34 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 with this opportunity to serve a large telco group in Africa. The fact that we have been chosen by the entire group, for its operations in multiple countries, is a mark of their confidence in our solution and in Pelatro".

Annexure-A

Sl. No.	Particulars	Details
1.	Name of the entity awarding the order(s)/contract(s);	Leading Telecom Group in Africa.
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 5 years.
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.
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 3.4 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.