OFFER OPENING ADVERTISEMENT FOR THE BUYBACK OF EQUITY SHARES ON A PROPORTIONATE BASIS THROUGH TENDER OFFER ROUTE UNDER THE SECURITIES AND EXCHANGE BOARD OF INDIA (BUYBACK OF SECURITIES) REGULATIONS, 2018, AS AMENDED, ("BUYBACK REGULATIONS"), FOR THE ATTENTION OF EQUITY SHAREHOLDERS/BENEFICIAL OWNERS OF THE EQUITY SHARES OF TANLA PLATFORMS LIMITED("COMPANY")

TANLA PLATFORMS LIMITED

(FORMERLY KNOWN AS TANLA SOLUTIONS LIMITED)

Corporate Identity Number ("CIN"): L72200TG1995PLC021262

Registered Office and Correspondence Address: Tanla Technology Centre, Hitech City Road, Madhapur, Hyderabad, Telangana - 500 081

Tel. No.: +91 40 4009 9999 | **Fax No.:** +91 40 2312 2999; **E-mail:** investorhelp@tanla.com | **Website:** www.tanla.com

Contact Person: Ms. Seshanuradha Chava, General Counsel and Company Secretary (Compliance Officer)

OFFER TO BUYBACK NOT EXCEEDING 14,16,666 FULLY PAID-UP EQUITY SHARES HAVING A FACE VALUE OF INR 1/- (INDIAN RUPEE ONE ONLY) EACH OF THE COMPANY ("EQUITY SHARES") AT A PRICE OF INR 1,200/- (INDIAN RUPEES ONE THOUSAND TWO HUNDRED ONLY) PER EQUITY SHARE, PAYABLE IN CASH, ON A PROPORTIONATE BASIS FROM ALL THE EQUITY SHAREHOLDERS / BENEFICIAL OWNERS OF EQUITY SHARES OF THE COMPANY AS ON THE RECORD DATE, i.e. OCTOBER 25, 2022 ON A PROPORTIONATE BASIS THROUGH THE TENDER OFFER PROCESS THROUGH THE STOCK EXCHANGES.

1. This offer opening advertisement dated December 14, 2022 ("Offer Opening Advertisement") is being issued by the Tanla Platforms Limited (the "Company"), to the Equity Shareholder(s) / Beneficial Owner(s) holding Equity Shares as on the Record Date (i.e. Tuesday, October 25, 2022) ("Eligible Shareholders"), for buyback not exceeding 14,16,666 fully paid-up equity shares having a face value of INR 1/-(Indian National Rupee One only) at a price of INR 1,200 (Rupees One Thousand Two Hundred only) per equity share, payable in cash, on a proportionate basis from all the Eligible Shareholders through the "tender offer" route in accordance with the Securities and Exchange Board of India (Buy-Back of Securities) Regulations, 2018, as amended ("Buyback Regulations") for aggregating maximum amount of INR 170,00,00,000/- (Indian Rupees One Hundred and Seventy Crores Only). The Buyback Offer Size excludes Transaction Costs
2. This Offer Opening Advertisement should be read in continuation of and in conjunction with (a) the Public Announcement dated October 12, 2022; and (b) the letter of offer dated December 8, 2022 along with form of acceptance cum acknowledgement and Share Transfer Form (Form SH-4) ("Letter of Offer"). This Offer Opening Advertisement is being published in all editions of the English national daily newspapers, namely Financial Express, in all editions of the Hindi national daily newspapers, namely Jansatta, the Hyderabad edition of the Hindi daily newspaper, namely, Daily Hindi Milap and the Hyderabad edition of the Telugu daily newspaper, namely, Namasthe Telangana (Telugu being the regional language of Hyderabad wherein the registered office of the Company is located).
3. In terms of Regulation 8(i) of the Buyback Regulations, the Draft Letter of Offer was submitted to SEBI on October 17, 2022. SEBI, vide its letter bearing reference no. SEBI/HO/CFD/DCR-1/P/OW/2022/61117/1 dated December 7, 2022 ("SEBI Letter"), issued its comments on the Draft Letter of Offer. These comments have been suitably incorporated in the Letter of Offer.
4. The dispatch of the Letter of Offer to the Eligible Shareholders of the Company holding Equity Shares on the Record Date i.e. October 25, 2022 has been completed by Tuesday, December 13, 2022 through electronic mode to the shareholders whose e-mail ids are available with the Company/the depositories, and through registered post for all the remaining shareholders.
5. The Letter of Offer and the Tender Forms are available on the website of the Company at (https://www.tanla.com/buyback2022/index.html); SEBI (www.sebi.gov.in), the Registrar to the Buyback at (www.kfintech.com) and the Stock Exchanges i.e., BSE (www.bseindia.com) and NSE (www.nseindia.com). In case of non-receipt of the Letter of Offer, the Eligible Shareholders, if they so desire, may download the Letter of Offer or the Tender Forms from the websites indicated above.
6. It may please be noted that the Buyback shall be implemented using the "Mechanism for acquisition of shares through Stock Exchange" notified by SEBI Circulars and following the procedure prescribed in the Companies Act, Share Capital Rules and the Buyback Regulations and as may be determined by the Board (including the Buyback committee authorized to complete the formalities of the Buyback) and on such terms and conditions as may be permitted by law from time to time. The Buyback is open to all Eligible Shareholders/ beneficial owners holding Equity Shares either in physical and/or in dematerialized form as on Record Date. In this regard, the Company has requested BSE being the designated stock exchange ("Designated Stock Exchange") to provide a separate window (the "Acquisition Window") to facilitate placing of sell orders by the Eligible Shareholders who wish to tender their Equity Shares in the Buyback. The details of the Acquisition Window will be as specified by BSE from time to time. All Eligible Shareholders may place orders in the Acquisition Window, through their respective stock brokers ("Shareholder Broker") during normal trading hours of the secondary market. In the tendering process, the Company's Broker may also process the orders received from the Eligible Shareholders. For detailed process of tendering of Equity Shares by Eligible Shareholders, please refer to paragraph 21 (Procedure for Tendering offer and Settlement) from page numbers 38 to 46 of the Letter of Offer.
7. In the event the Shareholder Broker(s) of Eligible Shareholder is not registered with BSE as a trading member/stock broker, then the Eligible Shareholders can approach any BSE registered stock broker and can register themselves by using quick unique client code ("UCC") facility through the BSE registered stock broker (after submitting all details as may be required by such BSE registered stock broker in compliance with applicable law). In case the Eligible Shareholders are unable to register using UCC facility through any other BSE registered broker, Eligible Shareholders may approach Company's Broker i.e., HDFC Securities Limited to place their bids, subject to completion of KYC requirements as required by the Company's Broker.
8. The direct web link of the website of the Registrar to the Buyback for downloading the Letter of Offer, Tender Form and Share Transfer Form is https://kosmic.kfintech.com/karisma/buybackofferv2.aspx
9. The schedule of activities for the Buyback is as follows:

Sr. No.	Activity	Schedule of Activities	
		Day	Date
1.	Date of Board Meeting approving the proposal for the Buyback	Thursday	September 8, 2022
2.	Date of declaration of the result of the postal ballot for passing special resolution by the Equity Shareholders of the Company, approving the Buyback	Tuesday	October 11, 2022
3.	Date of Public Announcement for the Buyback	Wednesday	October 12, 2022
4.	Date of publication of the Public Announcement for the Buyback in newspapers	Thursday	October 13, 2022
5.	Record Date for determining the names of the Eligible Shareholders and the Buyback Entitlement	Tuesday	October 25, 2022
6.	Buyback Opening Date	Tuesday	December 20, 2022
7.	Buyback Closing Date	Monday	January 2, 2023
8.	Last date of receipt of completed Tender Form and other specified documents including physical certificates (if and as applicable) by the Registrar to the Buyback	Monday	January 2, 2023
9.	Last date of verification of Tender Forms by Registrar to the Buyback	Monday	January 2, 2023
10.	Last date of intimation to the Stock Exchanges regarding Acceptance/ non-acceptance of tendered Equity Shares by the Registrar to the Buyback	Tuesday	January 10, 2023
11.	Last date of completion of settlement of bids on the DSE	Wednesday	January 11, 2023
12.	Last date of dispatch of share certificate(s) by the Registrar to the Buyback / / return of unaccepted Demat Shares by the Stock Exchanges to Eligible Shareholders / payment to Eligible Shareholders.	Wednesday	January 11, 2023
13.	Last date of extinguishment of the Equity Shares bought back	Wednesday	January 18, 2023

Note: Where last dates are mentioned for certain activities, such activities may take place on or before the respective last dates.

10. The non-receipt of the Letter of Offer by, or accidental omission to dispatch the Letter of Offer to any person who is eligible to receive the same to participate in the buyback, shall not invalidate the buyback in any manner.
11. In case of non-receipt of the Letter of Offer, Eligible Shareholders holding Equity Shares may participate in the Buyback by applying on the Tender Form downloaded from the Company's website i.e. https://www.tanla.com/buyback2022/index.html or direct web link of the website of the Registrar to the Buyback,https://kosmic.kfintech.com/karisma/buybackofferv2.aspx or by providing their application on plain paper in writing signed by all Eligible Shareholder or all Eligible Shareholders (in case Equity Shares are in joint name), stating name and address of the Eligible Shareholder(s), number of Equity Shares held as on the Record Date, Client ID number, DP Name, DP Name/ID, beneficiary account number and number of Equity Shares tendered for the Buyback. Eligible Shareholder(s) who intend to participate in the Buyback using the 'plain paper' option as mentioned in this paragraph are advised to confirm their entitlement from the Registrar to the Buyback Offer, before participating in the Buyback. For further details of procedure for tendering and settlement, please refer to the section Procedure for Tendering offer and Settlement on page 38 of the Letter of Offer.
12. In terms of Regulation 24(i)(a) of the Buyback Regulations, the Board of Directors accepts responsibility for all the information contained in this Offer Opening Advertisement and confirms that this Offer Opening Advertisement contains true, factual and material information and does not contain any misleading information.
13. This Offer Opening Advertisement is expected to be available on SEBI's website at www.sebi.gov.in.
14. Capitalized terms used but not defined in this Offer Opening Advertisement shall have the meaning assigned to such terms in the Letter of Offer.

MANAGER TO THE BUYBACK

HDFC BANK

We understand your world

HDFC Bank Limited
Investment Banking Group,
Unit No. 401 & 402, 4th Floor, Tower B,
Peninsula Business Park, Lower Parel, Mumbai 400 013
Tel No.: +91 22 3395 8233; **Contact Person:** Dhruv Bhavsar
Email: tpl.buyback2022@hdfcbank.com; **Website:** www.hdfcbank.com
Investor Grievance Email: investor.redressal@hdfcbank.com
SEBI Registration No.: INM000011252
Validity Period: Permanent (unless suspended or cancelled by SEBI)
CIN: L65920MH1994PLC080618

REGISTRAR TO THE BUYBACK

KFINTECH
EXPERIENCE TRANSFORMATION

KFin Technologies Limited
Selenium, Tower B, Plot Nos. - 31 & 32, Financial District
Nanakramguda, Serilingampally Mandal Hyderabad 500032
Tel No.: +91 40 6716 2222; **Contact Person:** M. Murali Krishna
Email: tpl.buyback@kfintech.com; **Website:** www.kfintech.com
Investor Grievance Email: einward.ris@kfintech.com
SEBI Registration No.: INR000000221
Validity Period: Permanent
CIN: U72400TG2017PLC117649

For and on behalf of the Board of Directors of
Tanla Platforms Limited

Sd/-	**Sd/-**	**Sd/-**
Udaykumar Reddy Dasari	**Rohit Bhasin**	**Seshanuradha Chava**
Chairman and CEO	**Director**	**General Counsel and Company Secretary (Compliance officer)**
DIN: 00003382	**DIN: 02478962**	**Membership No. – A15519**

Date: December 14, 2022
Place: Hyderabad

CONCEPT