



Vi Business & Tanla: Pioneering Blockchain for Secure Telecom Messaging

Learn how they did it

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Driving Compliance and Trust: **Vi Business's Blockchain Transformation** in Telecom Messaging in partnership with Tanla

The fast-growing Indian telecom ecosystem called for a fundamental transformation due to spam and phishing incidents. Vi Business, in partnership with Tanla Platforms, set out to redefine enterprise messaging using the unprecedented power of Blockchain. We turned our seemingly insurmountable compliance challenges into opportunities, and we created the first-of-its-kind, transparent, efficient ecosystem that redefines trust and performance.



Business Challenge

- Regulatory agility: PE-TM binding, CTA whitelisting, and consent management needed for end-to-end traceability.
- Operational friction: Manual content reviews slowed down campaigns and drove up expenses.
- Security gaps: Rising smishing incidents eroded customer trust.
- Scalability barriers: Onboarding enterprises without disrupting operations seemed impossible.



Our Solution

Vi Business partnered with Tanla to deploy DLT (Distributed Ledger technology)—a blockchain-enabled ecosystem—transforming compliance into a competitive advantage:

- Blockchain-based scrubbing: Unalterable audit trails for headers, templates, and permissions on Tanla's Trubloq platform.
- AI-driven automation: Real-time template scoring, along with multi-lingual support (10+ languages), and instant approvals (<20 minutes) for top enterprises or Principle Entities.
- Unified enterprise portal: Streamlined VILPOWER DLT registration for 90% of top enterprises.
- Enhanced security: Integrated URL shorteners with analytics to combat fraud and boost engagement.
- Precision controls: Granular preference management (time/day blocking) powered by Tanla's blockchain.



Business Impact

With Vi Business operational enhancements & leveraging the partnership with Tanla has yielded quantifiable results in terms of cost, conversion, convenience, and compliance:

- Cost-effectiveness: Cost savings up to 50–60% with AI-automation and minimum manual overhead.
- Surge in conversions: 15–30% increase in CTR & 3–5% increase in campaign conversions.
- Agility to operate: Digital asset approval in under 20 minutes via auto-registration and APIs; compliance is scored in 10 seconds.
- Trust revolution: 100% regulatory adherence, 60–80% fewer smishing incidents, and centralized asset clean-up.
- Industry leadership: First telco to achieve end-to-end blockchain traceability for enterprise messaging.

[Source: Tanla internal assessment]