

# Tata Digital Delivers Critical Alerts Across 50+ Brands with 0 Latency



## Zero

Latency in delivering Transactional Messages

## 1 API

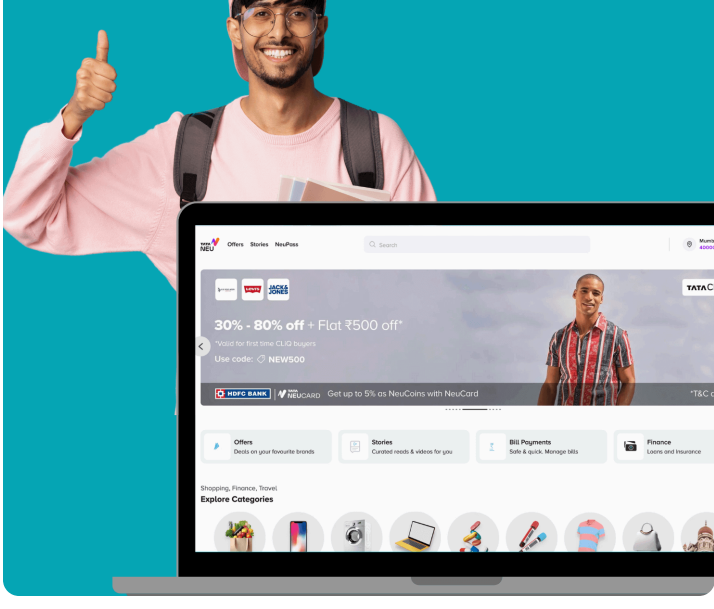
For Critical Alerts Across 50+ Brands

### About

### Tata Digital

**TATA** DIGITAL

Tata Digital is powering India’s first super-app, Tata Neu, to revolutionize the Indian E-commerce landscape. Tata Digital leverages a customer-centric approach to drive engagement across a rich legacy of 50+ brands.



MoEngage Inform has been pivotal in our mission to amalgamate our brands under the Tata Neu umbrella. The ease of setting up campaigns across such a vast array of brands—and the support received—has been integral to our success.



**Antriksh Johari,**  
MarTech Lead, Tata Digital, Tata Digital

## Delivering Real-Time Engagement Across 50+ Brands

Tata brands are known to be the pioneers in customer-centricity. Taking this legacy forward, Tata Digital wanted to ensure zero latency for critical alerts across their channels.

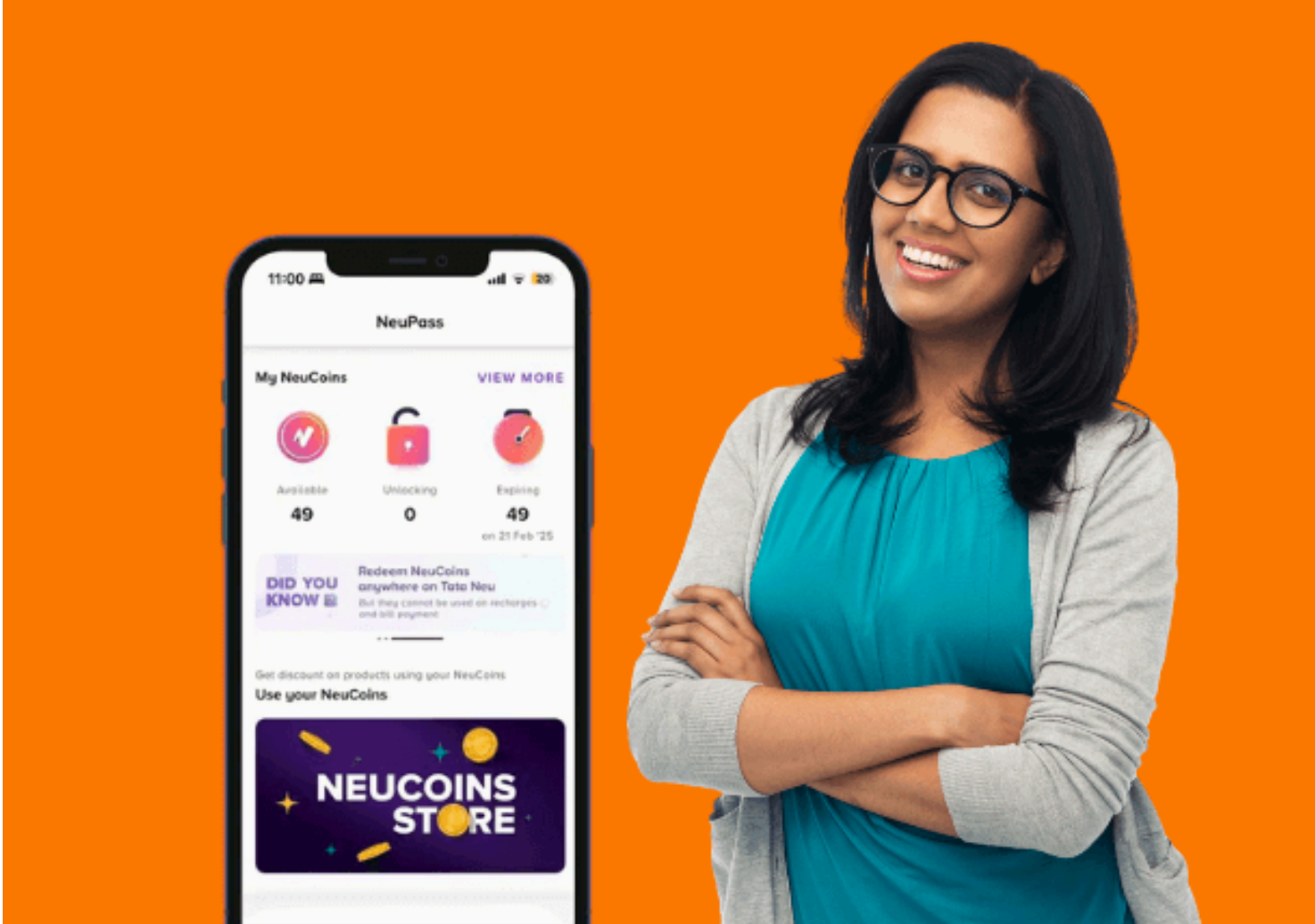
Tata Digital knew that managing 50+ brands under a single platform without a unified infrastructure was too tedious, and the team needed a secure, enterprise-ready solution to help them achieve this at the scale of millions.

The team needed to access real-time analytics and logs. They also needed a platform that enabled seamless unification between the promotional and transactional aspects of their customer communications.

## Tata Digital Deploys an Enterprise-Ready Infrastructure...

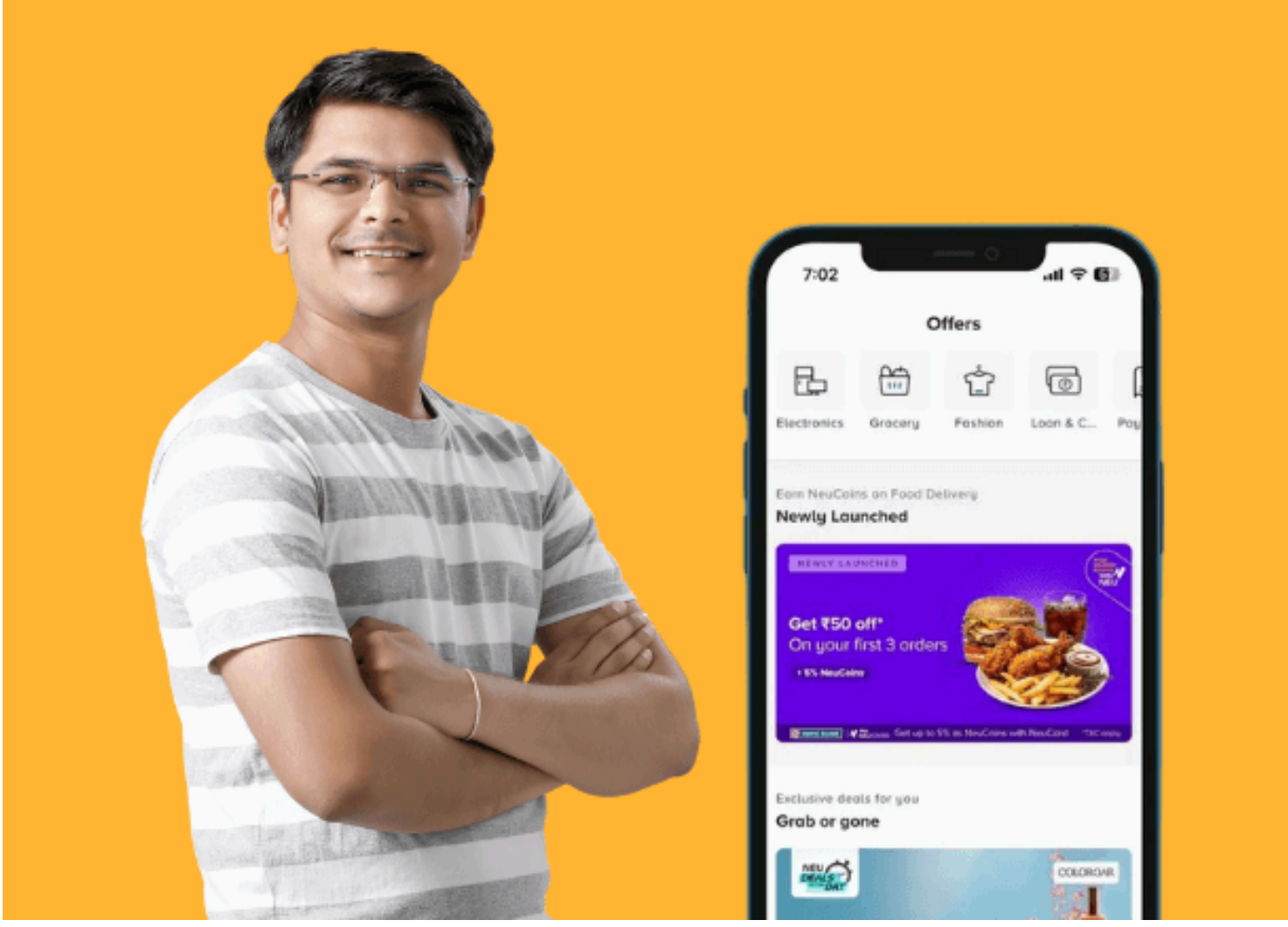
Tata Digital implemented MoEngage Inform to ensure reliable message delivery regardless of volume spikes.

This strategic move allowed them to dynamically scale their infrastructure in real time, while maintaining enterprise-grade security.



## ... for Zero Latency Delivery Across 50+ Brands

MoEngage Inform provided a robust, scalable infrastructure that enabled Tata Digital to deliver 500+ critical alerts across 50+ brands in real-time, with zero latency. Tata Digital incorporates loyalty points into Transactional Messages in a seamless manner, ensuring hyper-personalized interactions at every touchpoint.



## Products Used



### MoEngage Inform

Manage and scale [Transactional Messaging](#) efforts with minimal developer dependencies.

## What results did Tata Digital see with MoEngage?

- ✓ Single API integration for 500+ Transactional Alerts across Email, SMS, and Push
- ✓ Scalable, enterprise-grade infrastructure capable of managing volume
- ✓ Zero latency delivery for essential Transactional communications across multiple channels
- ✓ A seamless, unified messaging experience across 50+ brands
- ✓ A secure infrastructure that also provided visibility into real-time analytics and logs

## About MoEngage

MoEngage is the Middle East’s #1 Customer Data and Engagement Platform (CDEP), most trusted by over 1,350 global consumer brands, including Galadari Brothers, DP World, Homzmart, Alsaif Gallery, Azadea, Botim, Gathern, Jazeera Airways, Mobily Pay, The ENTERTAINER, Othaim Markets, Seera Group, BFL, Apparel Group, Telda, Riva Fashion. MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

For over a decade, consumer brands in 60+ countries have been using MoEngage to power digital experiences for over a billion monthly customers. With offices in 15 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

MoEngage was the only vendor to be named a Customers' Choice Vendor in the Gartner Peer Insights™ Voice of the Customer: Email Marketing Report 2025, Contender in The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.

