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National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Mumbai – 400 051
SYMBOL: TATACOMM

BSE Limited
P.J. Towers, Dalal Street,
Mumbai – 400 001
Scrip Code: 500483

Dear Sir / Madam,

Sub: Press Release - Tata Communications Readies Kaleyra AI: The Game Changing, AI-Powered Future of Customer Interactions.

Please find attached herewith the press release on the captioned subject being issued today.

Kindly take the same on your records.

Thanking you,

Yours faithfully,
For Tata Communications Limited

Zubin Adil Patel
Company Secretary and Compliance Officer

TATA COMMUNICATIONS

Tata Communications Limited

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PRESS RELEASE

Tata Communications Readies Kaleyra AI: The Game Changing, AI-Powered Future of Customer Interactions

Mumbai, INDIA, 12th December 2024 - [Tata Communications](#), a leading global communications technology player, today announced [Kaleyra AI](#) — a future forward, artificial intelligence-powered flagship portfolio that's set to redefine customer interactions.

The game changing portfolio will initially offer three distinct capabilities that go beyond traditional communication tools. Designed to integrate effortlessly with communication channels and live agent interfaces, the suite will leverage Generative AI (GenAI) to provide a competitive edge through streamlined, personalised and highly engaging customer interactions. The initial capabilities on offer comprise:

- **GenAI Template Generator for WhatsApp:** The capability will enable the crafting of personalised templates and message variants for WhatsApp. The roadmap includes extending similar capabilities to other communication channels, such as SMS and rich communication services (RCS).
By crafting messages that resonate with the audience and leveraging each channel's points of strength, enterprises will be able to automate marketing tasks and augment response rates, while maintaining consistent brand voice and relevance with their customers.
- **Conversational AI Data Reporting:** The advanced reporting capability will enable the transformation of complex data queries into insightful reports complete with engaging, easy-to-understand visualisations.
By processing natural language data queries from customers, it will deliver tailored, AI-powered analytics within seconds, enabling businesses to make swift, data-driven decisions and gain critical insights without their over reliance on business analytics teams.
- **Conversational AI No-Code Builder:** Going beyond basic interactions, the capability will empower business users to create 'interaction assistants' that offer natural, conversational responses (without any programming knowledge) in text and rich media formats for both customers and workforces, simplifying complex data analysis and accelerating decision-making.
The platform will also empower enterprise customer support and marketing teams to build rapport through intelligent and immersive engagement, thereby enhancing the overall user experience.

"Kaleyra AI represents a powerful leap forward and will be a force multiplier for enterprises to accelerate business growth," said **Mauro Carobene, Head of Customer Interaction Suite, Tata**

Communications. “For customer-facing roles, the portfolio will significantly improve engagement and interaction rates. In early controlled demos, we observed marked reductions in mean time-to-respond and resolve issues, especially during peak query volumes. For C-suite decision-makers, our generative AI-powered reporting and insights will enhance visibility into enterprise performance, all via a simple natural language interface.”

Kaleyra AI will initially be offered in beta to select Tata Communications customers early next year. A general availability release, on Tata Communications’ AI Cloud, is anticipated in the first half of 2025.

For more details on Kaleyra AI, click [here](#).

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About Tata Communications

A part of the Tata Group, Tata Communications (NSE: TATACOMM; BSE: 500483) is a global digital ecosystem enabler powering today’s fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world’s cloud giants. For more information, please visit www.tatacommunications.com



Forward-looking and cautionary statements

Certain words and statements in this release concerning Tata Communications and its prospects, and other statements, including those relating to Tata Communications’ expected financial position, business strategy, the future development of Tata Communications’ operations, and the general economy in India, are forward-looking statements. Such statements involve known and unknown risks, uncertainties and other factors, including financial, regulatory and environmental, as well as those relating to industry growth and trend projections, which may cause actual results, performance or achievements of Tata Communications, or industry results, to differ materially from those expressed or implied by such forward-looking statements. The important factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements include, among others, failure to increase the volume of traffic on Tata Communications’ network; failure to develop new products and services that meet customer demands and generate acceptable margins; failure to successfully complete commercial testing of new technology and information systems to support new products and services, including voice transmission services; failure to stabilize or reduce the rate of price compression on certain of the company’s communications services; failure to integrate strategic acquisitions and changes in government policies or regulations of India and, in particular, changes relating to the administration of Tata Communications’ industry; and, in general, the economic, business and credit conditions in India. Additional factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements, many of which are not in Tata Communications’ control, include, but are not limited to, those risk factors discussed in Tata Communications Limited’s Annual Reports.

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