



HQ/CS/CL.24B/16894
December 5, 2019

Dear Sir / Madam,

Sub: Press Release - Shortlisted ideas from the European Tour Innovation Hub with Tata Communications show how latest digital technologies could revolutionise golf.

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

Thanking you,

Yours faithfully,
For Tata Communications Limited

A handwritten signature in blue ink, appearing to read 'P.P. Sidhoo'.

Manish Sansi
Company Secretary &
General Counsel (India)

To:

- 1) Security Code 500483, BSE Ltd, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai- 400001.
- 2) Security Code TATACOMM, National Stock Exchange of India Limited. Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai, Maharashtra 400051

TATA COMMUNICATIONS

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PRESS RELEASE

Shortlisted ideas from the European Tour Innovation Hub with Tata Communications show how latest digital technologies could revolutionise golf

Venture capital firms, the European Tour and Tata Communications will now coach the top three businesses to develop their ideas further

London, UK - December 5th 2019 - The European Tour and [Tata Communications](#), a leading global digital infrastructure provider, today unveiled the top three shortlisted ideas for the [European Tour Innovation Hub with Tata Communications](#) contest. The ideas demonstrate the potential to transform the game of golf through more effective creation of multi-lingual content for global audiences, second screen viewing using augmented reality (AR), and enhanced real-time engagement with TV audiences.

The European Tour Innovation Hub with Tata Communications, which was launched in September, called on start-ups worldwide¹ to develop new solutions to enrich the game of golf, enabling fans to interact with the game in new ways and to enhance how each European Tour event is broadcast and produced as part of the Tour's commitment to 'Driving Golf Further'.

The shortlisted ideas are:

[alugha](#) (Germany): This idea would help overcome the complexities of managing multilingual video content for European Tour's diverse audiences worldwide. [alugha](#) would create an interlocked toolkit for the complete multilingualisation process - from transcription over multi-audio-track voiceovers to video hosting and distribution. It is all about breaking through language barriers to enable more effective engagement with a global fan base.

[eyecandylab](#) (US): With [eyecandylab](#)'s mobile augmented reality (AR) technology, fans could enjoy live games with an interactive AR layer. By pointing their smartphone or tablet towards live action shown on TV, fans would be able to access stats, player profiles and 3D green layouts in an interactive and visually enhancing way. They could also engage with life-size holograms to bring the action from the course into their living room.

[Sparx Technology](#) (Canada): The idea is a consumer engagement platform for enhancing broadcast streams. It would allow for real-time audience engagement through on-screen polling, trivia, predictive gaming, sports wagering and data collection. The [Sparx](#) platform would integrate directly with the live broadcast graphics system to connect viewers to the action happening on screen, creating a two-way communication channel between the broadcaster and viewers.

Now, these three businesses will work with the Tour's business development team, venture capital (VC) firms and Tata Communications, looking at ways to turn their solutions from concept into reality. After this, they will go through a Dragon's Den-style pitch where the ultimate winner will be chosen. Finally, the winner will develop

¹ A company must be incorporated in one of the following jurisdictions: Australia, Brazil, Canada (excluding Quebec), Denmark, Finland, Germany, Hong Kong, India, Ireland, Netherlands, Norway, Russia, Singapore, Spain, South Africa, Sweden, the United Kingdom, the United States.



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their application with the European Tour for it be tested in action at a leading European Tour event during the 2020 season.

“We are delighted with the response to our Innovation Hub contest which demonstrates the strong relationship that exists between golf, technology and innovation,” said Michael Cole, CTO, European Tour. “The three shortlisted ideas caught our imagination because the businesses behind them understand the tremendous potential to enhance the game and the Tour for our increasingly mobile, digitally-savvy audiences worldwide. We look forward to working with these three businesses to develop their ideas further.”

“Digital platforms have the power to transform golf for the benefit of the sport’s entire ecosystem, including European Tour’s commercial partners and broadcasters,” said Mehul Kapadia, Global Head of Marketing, Tata Communications. “We look forward to harnessing our expertise in the digital transformation of global sports to explore with the three shortlisted businesses how they could not only take the golf fan experience to the next level, but also identify untapped operational efficiencies or revenue streams for the European Tour ecosystem.”

The panel of judges includes **Michael Cole** and **Mehul Kapadia**, as well as **Rufus Hack**, European Tour’s Chief Content Officer, and **Tri Pham**, Tata Communications’ Chief Strategy Officer. They are joined by **Oliver Wilson**, a professional golfer, winner of 2014 Alfred Dunhill Links Championship and a Ryder Cup player.

Tata Communications is the Official Global Connectivity Supplier of the European Tour, and this competition builds on [previous collaboration between the two organisations](#) to drive innovation in golf.

Ends...

About Tata Communications

Tata Communications is a leading global digital infrastructure provider that powers today’s fast-growing digital economy.

The company’s customers represent 300 of the Fortune 500 whose digital transformation journeys are enabled by its portfolio of integrated, globally managed services that deliver local customer experiences. Through its network, cloud, mobility, Internet of Things (IoT), collaboration and security services, Tata Communications carries around 30% of the world’s internet routes and connects businesses to 60% of the world’s cloud giants and 4 out of 5 mobile subscribers.

The company’s capabilities are underpinned by its global network, which is the world’s largest wholly owned subsea fibre backbone and a Tier-1 IP network.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India, and it serves customers in more than 200 countries and territories worldwide through its technology capabilities and partnerships.

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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. The Annual Reports of Tata Communications Limited are available at www.tatacommunications.com. Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.



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