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June 12, 2024

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 announce five-year host broadcasting services deal with World Athletics.**

Please find attached herewith 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  
Encl: as above

**TATA COMMUNICATIONS**

Tata Communications Limited

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PRESS RELEASE

## Tata Communications announce five-year host broadcasting services deal with World Athletics

**Tata Communications to provide global host broadcasting services to cover World Athletics Series events, including the World Championships in Tokyo in 2025, and support World Athletics' vision of encouraging the sport through strategic initiatives across India.**

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**Mumbai, INDIA, June 12<sup>th</sup> 2024,** [Tata Communications](#) today announced a five-year global host broadcasting services deal covering the World Athletics Series of events. From 2025, Tata Communications will be a key strategic supplier for World Athletics, with a view to elevating innovation and audience engagement to new heights.

The collaboration kicks off in another huge year for the sport, with 2025 including the World Athletics Indoor Championships in Nanjing in March, World Athletics Relays in Guangzhou in May and World Athletics Road Running Championships in San Diego in September, as well as the flagship World Athletics Championships in Tokyo.

The World Athletics Championships, taking place from 13–21 September in 2025, is an event which regularly draws a global viewing audience of one billion people.

Tata Communications will empower World Athletics to captivate a global fan base and forge lasting connections with the sport by amplifying the excitement and drama of live global athletics competitions.

The company will deliver customised, world-class live content to broadcasters across continents, to ensure the action reaches fans in every corner of the globe. As the host broadcaster, it will take on the pivotal role of crafting immersive coverage for World Athletics events globally. Furthermore, Tata Communications will enable broadcasters to elevate the viewer experience and create a connected fan base through localized regional feeds.

The deal with World Athletics benefits from Tata Communications global media platform underpinned by a video native edge platform and application stack, offers reliable end-to-end support that meets the coverage demands of the sport's action-packed calendar of international events. The enhanced technology platform will enable World Athletics to bring a superior broadcast experience for fans globally.

World Athletics is committed to increasing the reach of the sport across the world. Tata Communications shares this vision with World Athletics and will support them in this endeavour, with a focused emphasis on supporting initiatives within India.

Tata Communications will also work with World Athletics to use the power of technology to enhance and progress World Athletics' sustainability efforts, which is core to its future strategy.

**Dhaval Ponda, Global Head of Media & Entertainment Business, Tata Communications,** said: "It is an exciting time of new content and changing viewer demands. Tata Communications is ideally placed as a global connectivity provider to help World Athletics meet its ambition of bringing athletics and inspirational stories to fans around the world. We offer the global footprint and scalable, resilient solutions necessary to carry these stories from arenas directly to viewers, whether from the UK, Tokyo, USA or beyond. As we bring the vibrancy of global athleticism to screens, I'm eager to see those stories inspire the next generation of Indian sporting excellence."

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**About World Athletics**

World Athletics is the international governing body for athletics (track & field & running events). Our vision is to use the power and accessibility of athletics and our athletes to create a healthier and fitter world. World Athletics serves a number of stakeholders: elite athletes, their coaches, and their agents, and the 214 national athletics federations that make up the organisation, commercial partners and broadcasters. We work closely with the national federations to develop the sport around the globe, and with local organising committees to stage the biggest international athletics events, exciting and engaging fans of all ages.

## 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](http://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.

The Annual Reports of Tata Communications Limited are available at [www.tatacommunications.com](http://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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