TATA COMMUNICATIONS

For immediate release

PRESS RELEASE

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Tata Communications sets Tech City against Silicon Valley in trans-Atlantic Hackathon

DataHack14 will offer over $30,000 in prizes for the most innovative uses of Tata Communications' global network data

London – July 10th 2014 – Tata Communications, a leading provider of A New World of Communications™, today announces DataHack14, a simultaneous 24-hour hackathon in London's 'Tech City', and California's Redwood City, in the heart of Silicon Valley (July 12th – 13th). DataHack14 offers the best and brightest minds the unique opportunity to come up with solutions to use the world's largest wholesale voice carrier's 'Big Data'* to develop the next big thing in global communications. The grand prize winner will not only walk away with $15,000**, but also enters into the potential for their winning idea to become a commercially viable product through Tata Communications' Accelerator Lab.

Tata Communications' global network carries 1 in 10 of all international voice calls and accounts for over 20% of the world's Internet routes. This big data presents huge opportunities for the development and creation of location and contextually intelligent services to benefit global industry. The event will see the best developers from both sides of the Atlantic face-off and turn their big data ideas into applications, customer support, loyalty programmes, customer insights, user experiences and new products and services.

Julie Woods-Moss, CMO and CEO of NextGen Business, Tata Communications says, "Driving innovation is core to our DNA and we are constantly looking at collaborative ways to nurture and foster creativity. DataHack14 is the latest in a series of successful crowdsourcing platforms that Tata Communications has created and incubated – tapping into the best creative minds in the most technologically savvy communities to join us in our quest to develop the next big thing for the industry."

DataHack14 will put London's reputation as the next great tech hub to the test, following recent reports that London's tech industries are growing faster than Silicon Valley.

Tech City UK CEO, Gerard Grech, says ""Hackathons are a great way of sparking up the emergence of technology solutions to existing challenges. The uniqueness of this event comes from its cross border nature. It brings together two centres of excellence, Silicon Valley and London, enabling cross-pollination of ideas, perspectives and approaches. This type of collaboration is essential to the continued development of the London and UK ecosystem."

Along with the grand prize winner, the teams with the best ideas in each respective city will be awarded $5,000**. Three of the ten finalist teams may also be offered a three month incubation experience in Tata Communications' Accelerator Lab. The Lab supports the next generation of telecommunications services start-ups, including Smart Voicemail, the winner of a previous Tata Communications sponsored Hackathon event.

For more information on the terms and conditions and to register, please visit the London or California eventbrite sites. You can also follow the DataHack14 hackathon at @Tata_Comm and the event hashtag, #DataHack14.

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* All data samples used during the DataHack have been scrambled and anonymised to ensure full compliance with global data and privacy laws.

** Subject to the official event rules and general terms and conditions found at:
https://www.dropbox.com/s/aobt8bf286qu1as/Tata%20Communications%20DataHack14%20Hackathon_Contest_Rules.pdf

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About Tata Communications

Tata Communications Limited along with its subsidiaries (Tata Communications) is a leading global provider of A New World of Communications™. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Communications global network includes one of the most advanced and largest submarine cable networks and a Tier-1 IP network with connectivity to more than 200 countries and territories across 400 PoPs, as well as nearly 1 million square feet of data centre and collocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services, leadership in global international voice, Sri Lanka (Tata Communications Lanka Limited) and Nepal (United Telecom Limited).

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.
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' various filings with the United States Securities and Exchange Commission. These filings are available at www.sec.gov. Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.
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