

For immediate release**PRESS RELEASE**

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Tata Communications launches Media Ecosystem to drive broadcast innovation

First established video network provider to create a cloud-based next generation media services platform

Nevada – April 14th 2015 – [Tata Communications](#), a leading provider of A New World of Communications™, today announces its Media Ecosystem, that combines traditional video contribution services with IP-based connectivity to create a highly innovative global media platform. The new ecosystem enables seamless global transport and management of content as a cloud-based managed service and supports global media distribution requirements, OTT and mobility applications.

Market dynamics continue to reshape the media and entertainment industry: Technology platforms are evolving rapidly, new business models are emerging, consumer viewing habits are changing and more competition is arising from multiple sectors. Tata Communications' Media Ecosystem, powered by its leading network and video contribution and cloud services, provides the flexibility and scale businesses need as they evolve their strategies in response to this changing landscape.

The flexible and holistic platform provides customers with access to services on demand and reduces costs - ultimately enabling both, content developers through to the owners, with the ability to experiment with new formats, launch new services and channels at the touch of a button.

The cloud based Media Ecosystem includes asset management, workflow management, cloud-based playout, automation and control, storage and OTT platforms as a service. These functions are underpinned by a combination of Tata Communications' unique network services offerings including its leading IP network, Content Delivery Network (CDN) and Video Connect. In an industry first, Tata Communications' unique [IZO™ Internet WAN service](#) which offers business-class SLAs across internet connections has also been integrated, widening the opportunities for professional video sharing.

Brian Morris, Vice President & General Manager, Global Media & Entertainment services, Tata Communications says, "Our new ecosystem enables our media customers to realise the rich benefits of IP and cloud as a managed services offering to stay competitive in this fast-paced industry. Our platform takes the best of our traditional broadcast services, combines it with the power and flexibility of a virtualized infrastructure that accelerates time to market, reduces operating cost and brings a rich content experience to viewers across the globe."

Tata Communications delivers world-class connectivity backed by the company's leading global fibre network. Today, over 24% of the world's Internet routes travel over Tata Communications' network and the company is the only Tier-1 provider that is in the top five by routes in five continents.

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About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) 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 over 240 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 and leadership in global international voice.

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 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.