

**For immediate release****PRESS RELEASE**

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## **Tata Communications and Heathrow Express connect with new sponsorship deal**

*Annual partnership creates a 'connected' brand experience for over five million passengers*

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**London – June 24th 2015** – [Tata Communications](#)' branded Heathrow Express trains have rolled into service as part of a campaign that will see the company wrap Heathrow Express's entire fleet of trains. Heathrow Express, London's airport train service, carries 17,000 passengers a day between Paddington and Heathrow Airport. With a journey time of 15 minutes, it is the fastest way to get to central London from one of the world's busiest air travel hubs.

Tata Communications will also be using on-board digital screens and TV-spots alongside digital airport panels and cross track advertising to raise awareness of its role as a global connector of businesses through its global network, cloud enablement and mobility solutions.

Heathrow Express operates 150 services a day between London and the airport, and 69% of its customers are business passengers. Building on the theme "We're the connection," the campaign will build on the shared role of Tata Communications and the Heathrow Express in connecting businesses and people around the world. The designs of the train wraps and advertising executions feature bold, colourful photography and surprising facts and statistics about Tata Communications' capabilities, alongside the "We're the connection" message, highlighting the scale and variety of the company's global operations.

Julie Woods-Moss, Chief Marketing Officer, Tata Communications, says, "For B2B brands like Tata Communications, it can be a challenge to find great brand platforms. The Heathrow Express is a great fit for us. The company seamlessly connects 17,000 business travellers a day between one of the busiest airports in the world and London – one of the greatest cities and a real gateway between the East and the West. The role of Heathrow Express matches our role as a connector of businesses and people globally. We bring cloud, mobile and network services to enterprises across 240 countries, at the highest speed possible."

Fraser Brown, Heathrow Express Director, says, "Connecting business travellers from around the world, at speed, is a goal we share with Tata Communications. Tata Communications' 'We're the connection' and 'speed' messaging naturally appeals to our customers. We are always looking to improve the customer experience at Heathrow Express. Speed is at the heart of our service, and that's why business travellers continue to use our trains. With all this in mind, we're delighted to have joined forces with Tata Communications."

Tata Communications' portfolio of cloud enablement, collaboration and mobility services are underpinned by the company's leading global network infrastructure. The company owns and operates the world's largest and most advanced subsea fibre cable network, including the only wholly-owned fibre ring around the world. This network enables customers and partners to reach 99.7% of the world's GDP, with connectivity to over 240 countries and territories.

This is the first UK advertising sponsorship deal for Tata Communications, the flagship communications arm of the \$100 billion Tata group.

Tata Communications' partners for the Heathrow Express advertising sponsorship include [JCDecaux Airport UK](#) (media owner) and [McCann Enterprise](#) (creatives).

## Ends

### Note to editors:

Campaign creative was developed by McCann Enterprise. Media was planned and booked with JCDcaux Airport UK by Initiative and OOH specialist Rapport.

### Fast facts:

#### Heathrow Express

- Heathrow Express is a non-franchised, non-subsidised private company which owns its own trains, the stations at Heathrow, and the entire below-ground section of the line between London Paddington and the airport.
- The service was launched in 1998 and carries an average of 17,000 passengers a day.
- It is the fastest rail link from London to Heathrow, with a journey time of just 15 minutes to Terminals 1, 2 and 3 (and a few minutes more for Terminals 4 and 5).
- 81% of Heathrow Express passengers are AB; 94% are ABC1; and 69% are business passengers.
- It operates 150 services a day, with 5.8 million passengers in total in 2014.

#### Tata Communications

- Carries 24% of world Internet routes
- Links businesses to the biggest cloud providers
- Connects 100 million fans to Formula1®
- Connects 4 out of 5 mobile subscribers
- Enables customers and partners to reach 99.7% of the world's GDP
- Provides over 60% of Fortune 500 Companies with telecoms solutions
- Can carry data from Heathrow to Hong Kong in 0.239 seconds

#### 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](http://www.tatacommunications.com). Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.