



HQ/CS/CL.24B/16092
5 December 2016

Sir,

Sub: **Tata Communications launches a new brand campaign in India.**

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

Thanking you,

Yours faithfully,
For Tata Communications Limited

PP *L D Dahi*

Manish Sansi
Company Secretary &
General Counsel (India)

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- 2) Security Code TATACOMM, The Asst. Manager (Listing), National Stock Exchange of India Limited. Fax Nos.: (22) 2659 8237, 238, 347, 348.

TATA COMMUNICATIONS

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Tata Communications launches a new brand campaign in India

Home-grown global business transformation leader celebrates the country's 'Make in India' growth ambitions

Mumbai, India - December 5th, 2016: [Tata Communications](#), a leading provider of A New World of Communications™ today announced the launch of a major multi-channel brand campaign in India. Designed to highlight the company's diverse services portfolio that enables digital transformation for businesses and its contribution to the 'Make in India' narrative, the campaign will roll out in December 2016 through to the end of June 2017. The campaign will look to celebrate the company's customers and partners in India.

Unfolding across India's busiest airports of Mumbai, Delhi, Bangalore and Pune, and reaching over 100 million travellers, this campaign also includes the sponsorship of major industry and technology events in India as well as an extensive online advertising campaign with leading business publications, generating over 100 million impressions on all its digital channels.

The roll-out of this campaign coincides with Tata Communications' 15th year anniversary of a successful public-private partnership, which has seen the company evolve into the country's business transformation leader, with services across network, mobility, cloud enablement and security.

Julie Woods-Moss, Chief Marketing Officer, Tata Communications, said: "India continues to ascend the global competitiveness index.¹ We are committed to playing a role in nurturing the country's business potential and enabling outstanding customer value by simplifying digital transformation across industries. Our new brand campaign celebrates the spirit of India and showcases our innovative portfolio of products and services across network, cloud, mobility and security."

Tata Communications' portfolio of services is 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.

To help its customers drive their digital transformation through cloud computing, Tata Communications introduced its game-changing IZO™ cloud enablement platform. Harnessing the company's unparalleled global reach, IZO™ now connects to all of the world's biggest clouds of Amazon Web Services, Microsoft Azure, Office 365, Google Cloud Platform and Salesforce. Tata Communications is also continually strengthening the IZO™ portfolio with new services, including the recently launched IZO™ SDWAN, which is available in 130 countries.

In addition to showcasing Tata Communications' cloud, network, mobility and security expertise, the new brand platform will serve to build employee pride around the evolution of the company and the role it plays in shaping

¹ <http://reports.weforum.org/global-competitiveness-index/country-profiles/#economy=IND>

India. The company was recently recognised by Aon Hewitt as a Top 25 Employer in the country, and ranked by LinkedIn as the 13th most attractive employer in India in the social network's Top Attractors list.

This campaign builds on the successful campaign in Silicon Valley (2014) and Tata Communications' ongoing sponsorship of the Heathrow Express in London that started in 2015.

Tata Communications partnered with global agencies [Initiative](#) (media agency) and [Brilliant Noise](#) (marketing & communications agency) for the Indian campaign.

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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 more than 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.
