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Sir,

Sub: Tata Communications launches Data Roaming Boost to speed up Internet access for mobile users globally.

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

Thanking you,

Yours faithfully,
For Tata Communications Limited


Manish Sānsi
Company Secretary &
General Counsel (India)

To:

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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.

For immediate release**PRESS RELEASE**

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Tata Communications launches Data Roaming Boost to speed up Internet access for mobile users globally

Teleena first to adopt the industry-first service that paves the way for a ubiquitous global mobile and Internet of Things experience through superfast data roaming

Barcelona – February 22, 2016 – [Tata Communications](#), a leading provider of A New World of Communications™, today launches Data Roaming Boost, a global service that enables mobile network operators and service providers to deliver a significantly improved mobile internet experience for their customers, with the potential to halve the time¹ it takes to open a webpage or application on their smart device whilst they are traveling overseas. [Teleena](#), one of the world's top mobile service and Internet of Things (IoT) enablers, is the first to roll out the industry-first service to enhance the delivery of its mobile and IoT applications globally.

With data roaming, a mobile user's internet connection is traditionally routed via long distances and through multiple transit parties back to the home operator – resulting in speed and connectivity challenges. This in turn leads to a poor user experience and often results in service abandonment. With Data Roaming Boost, mobile network operators are able to avoid this multi-party hand-off and connect their customers to the Internet using the closest Tata Communications' globally deployed points-of-presence. This ensures a high-quality browsing experience for roamers, while giving service providers full control of their subscriber traffic.

Initial tests² by Tata Communications returned results showing that Data Roaming Boost provides a 130% improvement in connectivity speeds compared with the traditional approach of routing traffic back to the mobile operator's home network.

Data Roaming Boost also delivers significant efficiencies for international IoT applications when a device is in constant roaming mode. For example, the infotainment device of a car could be built in one country and used in another, which can be costly for the service provider and lead to a slow user experience. Data Roaming Boost reduces connectivity costs for IoT service providers and makes IoT applications more responsive for users.

"As LTE networks bring high-bandwidth applications such as content streaming and video calling to mobile users' handsets, mobile service providers are under pressure to offer their customers a consistent mobile experience whether at home or abroad," says Conor Carroll, Senior Vice President, Global Carrier Solutions – Europe, Asia and Americas, Tata Communications. "Data Roaming Boost represents a breakthrough in data roaming performance and enables service providers to offer highly responsive, glitch-free, mobile data connectivity to their customers, whether they are international travellers or IoT businesses."

¹ The tests were conducted with one operator for European outbound roaming to Singapore, based on access to Google.com. Mean data rate (MDR) for home routing was 396 Kb/s, compared with an average MDR of 917 Kb/s using Data Roaming Boost – 230% improvement. When comparing round trip delay (RTD), the average for home routing was 370ms, compared with a RTD of 156ms using Data Roaming Boost – more than 50% improvement.

² See above



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“Data Roaming Boost is a game-changer for the delivery of mobile services and IoT applications,” says Timo Smit, Executive Director at Teleena. “By integrating our platform with Tata Communications’ Data Roaming Boost, we are able to offer fully managed data roaming services and IoT solutions for our customers on a global scale, delivering a ubiquitous, seamless user experience regardless of location.”

Ovum’s [Monetizing next-generation roaming opportunities](#) report³ found that 63% of home network operators believe that poor roaming quality of experience can lead to customer churn. Built on Tata Communications’ [global network](#), which is ranked among the top five in five continents⁴ and connects 4 out of 5 mobile subscribers globally, Data Roaming Boost creates a virtualised extension of the home operator’s network, reducing delays associated with home routing and enhancing customer retention.

Ends...

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 network to deliver managed solutions to multi-national enterprises and communications service providers.

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 colocation 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 communications. Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.

<http://www.tatacommunications.com>

About Teleena

Teleena, headquartered in the Netherlands, is the Global Enabler for MNOs, MVNOs and IoT. Teleena provides and hosts real-time, managed and secured communication services for global brands, mobile operators (MNO/MVNO), OEMs, machine-to-machine (M2M), IoT, Cloud and content service providers.

Teleena’s mobile services are powered by its SMART SIM technology and platform that enables card-based, embedded and software-based SIMs to be programmed to register onto any wireless network. Teleena’s Home Location Register enables M2M and IoT players to benefit from a software-based platform providing improved scalability, lower operational costs and fast time-to-market.

Teleena is an Associate Member of the GSMA, member of the M2M Alliance and the LoRa Alliance. Teleena has been nominated 'National Champion' for the European Business Awards. It has been named “Best MVNE – Best Enabler of MVNOs” for 2014 at the MVNO World Congress. It also won the “FD Gazellen Awards 2012-2014” and was ranked in the “Deloitte Technology Fast 50 and Fast 500 EMEA 2014” proving to be one of EMEA’s fastest growing technology companies.

<http://www.teleena.com/>

Forward-looking and cautionary statements

³ Monetizing next-generation roaming opportunities, Ovum, 2014

⁴ By routes



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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.



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