



HQ/CS/CL.24B/16297
16 November 2017

Sir,

Sub: The European Tour joins forces with Tata Communications to usher in a new digital era for golf.

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

Thanking you,

Yours faithfully,
For Tata Communications Limited

A handwritten signature in blue ink, appearing to read 'Manish Sansi', with a horizontal line underneath.

Manish Sansi
Company Secretary &
General Counsel (India)

To:

- 1) Security Code 500483, BSE Ltd, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400001.
- 2) Security Code TATACOMM, National Stock Exchange of India Limited. Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai, Maharashtra 400051

TATA COMMUNICATIONS

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For immediate release

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PRESS RELEASE

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The European Tour joins forces with Tata Communications to usher in a new digital era for golf

Technologies such as the Internet of Things, augmented reality and live 360° video could create more immersive, powerful golf experiences for fans worldwide

London, UK - November 16th 2017 - [The European Tour](#) has partnered with [Tata Communications](#), a leading global provider of network, cloud and mobility services, to build a best-in-class global technology platform that will help to underpin the digital transformation of the sport and help attract new, younger fans to the sport. As the Official Global Connectivity Supplier of the European Tour, Tata Communications will distribute the video feeds from 47 European Tour tournaments in 30 countries and across five continents to 40 broadcasters using its [global superfast network and Media Ecosystem](#), reaching close to half a billion golf fans.

Tata Communications' global network reach and capabilities will ensure a high quality viewing experience for fans regardless of whether they are watching the live action or tournament highlights on TV or a mobile device (OTT). To give its core fan base new golf experiences and to attract new younger fans to the sport, the partnership will enable European Tour to test in action with Tata Communications technologies such as the Internet of Things (IoT), big data analytics, virtual and augmented reality (VR, AR) and live 360° video to create a more 'connected' tournament experience.

"Joining forces with Tata Communications will kick-start an exciting new digital era for the European Tour," said **Michael Cole, Chief Technology Officer of the European Tour**. "Digital innovations like 360° video, IoT and AR all rely on global superfast connectivity. So, by creating a single, scalable, global technology platform underpinned by Tata Communications' capabilities, we will be able to create more powerful, engaging and immersive golf experiences, grow our global audience, and open up new commercial opportunities for the sport."

Brian Morris, Vice President and General Manager of Media and Entertainment Services at Tata Communications, said: "Imagine if fans onsite could use an AR app on their mobile device to get instant access to a wealth of statistics and video clips on each course and player. Or, if fans at home could complement the action on TV through a live 360° view on their tablet and capture key moments of each tournament from the angle of their choice. Having helped lay the foundations for the digital transformation of [Formula 1®](#) and [MotoGP™](#), we look forward to working together with the European Tour to push the boundaries of innovation and help shape the future of golf."

Ends...



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PRESS RELEASE

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 the European Tour

THE EUROPEAN TOUR - CELEBRATING GOLF. WORLDWIDE.

The European Tour celebrates men's professional golf on a global stage. In 2017, the European Tour International Schedule features a minimum of 47 tournaments in 26 countries, including eight Rolex Series events, all part of the Race to Dubai.

Celebrating the global connectivity of the European Tour and Dubai, the Race to Dubai is a season-long competition to crown the European Tour's Number One player, an honour which in 2016 went to Sweden's Henrik Stenson for the second time, and which since 2009 has also been achieved three times by Rory McIlroy, as well as by Lee Westwood, Martin Kaymer and Luke Donald. Formerly known as the Order of Merit, points are accumulated based on prize money won, with the top 10 ranked players at the end of the season sharing a \$5million Race to Dubai bonus pool.

Since its formation in 1972, the European Tour has witnessed 26 Members celebrate a total of 52 Major Championship titles between them, enjoyed ten Members attaining the pinnacle of World Number One and has celebrated its diversity as players from 36 different countries have won on the Tour.

The European Tour also manages the Challenge Tour, which featured 28 tournaments in 22 countries in 2016, and the Senior Tour, which featured 13 tournaments in nine countries in 2016. It is also the Managing Partner of Ryder Cup Europe, the body which, alongside the PGA of America, administers golf's greatest team contest, The Ryder Cup.

The European Tour broadcasts live coverage of its tournaments to more than 490 million homes in more than 150 countries every week, generating in excess of 2,200 global broadcast hours for each event. It also enjoys the support of many of the world's leading business brands with Rolex, BMW, Emirates and Titleist as Official Partners.

The European Tour press contacts

For more information, please email europaentour@grayling.com or call James Matheson or Cody Edwards on 0131 226 2363.

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PRESS RELEASE

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.



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