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12 July, 2017

Sir,

Sub: Tata Communications and Formula 1® explore how Internet of Things could revolutionise the Grand Prix™ experience for fans.

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'.

Manish Sansi
Company Secretary &
General Counsel (India)

To:

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Tata Communications and Formula 1® explore how Internet of Things could revolutionise the Grand Prix™ experience for fans

One of the winners of the second challenge of USD \$50,000 F1® Connectivity Innovation Prize will get to spend a week with the technical team of Formula 1® at a Grand Prix™

London, UK - July 12th 2017 - [Tata Communications](#), the Official Connectivity Provider to Formula 1®, is today unveiling the second challenge of the [2017 F1® Connectivity Innovation Prize](#). The Internet of Things (IoT) themed challenge has been set by Formula 1®, asking the F1® and technology communities to come up with ideas for solutions that could enhance the trackside experience for fans at each Grand Prix™ through IoT and mobile technologies, and embedded connectivity.

“We want to see how through IoT solutions we could enhance the F1® racing experience for the millions of fans who attend the Grands Prix™ all over the world - from before they even arrive at the track till the end of the race weekend,” said John Morrison, Chief Technical Officer of Formula 1®. “Through a mobile app connected to sensors at the track, fans could tune into customised live video feeds based on their favourite team or driver, take part in live polls and synchronised cheering, and interact more seamlessly with other fans on social media. Fans’ emotions could also be tracked to create aggregate emotion charts on large displays at the circuit, creating a more interactive, immersive and thrilling race experience.”

“F1® is the most technically advanced sport in the world, yet we’ve barely scratched the surface of what can be achieved with digital technologies,” said Ross Brawn, Managing Director of Motorsports, Formula 1®. “By harnessing fans and tech enthusiasts’ brainpower and passion, we look to accelerate the digital transformation of F1®, as the way people want to watch and engage with their favourite sports continues to be shaped by technology.”

The Grand Prize of the F1® Connectivity Innovation Prize is a cheque for USD \$50,000. The judges pick three winners from each of the two challenges set by Mercedes-AMG Petronas Motorsport and Formula 1®. The six winners from both challenges will be awarded trips to the 2017 FORMULA 1 ETIHAD AIRWAYS ABU DHABI GRAND PRIX, where the jury will announce the Grand Prize winner.

In addition, one person from one of the three winning teams of this challenge will be given a special prize: they will get a chance to work alongside the technical team of Formula 1® at a Grand Prix™ of the winner’s choice for a unique behind-the-scenes experience.

“Fans at home are able to enjoy an immensely rich Grand Prix™ experience by using technologies such as Ultra High Definition (UHD) video, complementing the live action on TV with stats and videos on formula1.com, and engaging with other fans in real-time on social media,” said Julie Woods-Moss, Tata Communications’ President and Chief Innovation and Marketing Officer. “As Formula 1® explores opportunities to transform the sport through digital

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technologies, we look forward to seeing how the trackside experience could be made more captivating for F1® fans through cutting-edge IoT-enabled mobile apps and real-time data analytics.”

In addition to John Morrison, the judging panel includes: Lewis Hamilton, Mercedes-AMG Petronas Motorsport Driver and three-time Formula One World Drivers’ Champion; James Allison, Technical Director of Mercedes-AMG Petronas Motorsport; Martin Brundle, former F1® race driver and F1® commentator for Sky Sports F1®; and Mehul Kapadia, Managing Director of F1® Business at Tata Communications. And - for the first time since the launch of the competition in 2014 - the F1® Connectivity Innovation Prize will have a guest judge. In 2017, the guest judge will be Ross Brawn, Managing Director of Motorsports, Formula 1®, who will help pick the ultimate Grand Prize winner.

A full brief for the second challenge can be downloaded from the [F1® Connectivity Innovation Prize website](#). The closing date for this challenge is **August 2nd 2017**.

During the last five seasons, Tata Communications has been working closely with Formula 1® to lay the foundations for the sport’s digital transformation by harnessing the company’s global connectivity and cloud computing capabilities. Together they have tested in action technologies such as [UHD video](#) and [live broadcasting over the Internet \(OTT\)](#), which could enable fans to experience F1® in new ways.

Twitter hashtag: #tatacommsf1prize

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 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>

About Formula 1®

Formula 1® racing, which began in 1950, is the world’s most prestigious motor racing competition and is the world’s most popular annual sporting series. In 2016 it was watched by 400 million unique television viewers from over 200 territories. The 2017 FIA Formula One World Championship™ runs from March to November and spans 20 races in 20 countries across five continents. Formula One World Championship Limited is part of Formula 1, and holds the exclusive commercial rights to the FIA Formula One World Championship™.

Formula 1 is a subsidiary of Liberty Media Corporation (NASDAQ: LSXMA, LSXMB, LSXMK, BATRA, BATRK, FWONA, FWONK) attributed to the Formula One Group tracking stock.

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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.
