



HQ/CS/CL.24B/16340
16 January 2018

Sir,

Sub: Ultracast uses Tata Communications' global network to bring live 360° video and virtual reality content to sports fans worldwide.

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', written over the typed name.

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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CIN : L64200MH1986PLC039266

For immediate release**PRESS RELEASE**

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Ultracast uses Tata Communications' global network to bring live 360° video and virtual reality content to sports fans worldwide

Tata Communications' Ultra Live Video Delivery Network ensures fans are able to enjoy immersive entertainment experiences on smartphones, tablets and VR devices in sync with live TV broadcast

London, UK - January 16th 2018 - [Tata Communications](#), a leading global provider of network, cloud and security services, announces that it has been chosen by [Ultracast](#) to power the international expansion of the company's 360° video and virtual reality (VR) platform.

Ultracast creates live 360° video and VR content in motorsports series such as [NASCAR](#), [FIA World Endurance Championship](#), [24 Hours of Le Mans](#), as well as other sporting categories such as boxing, rugby and professional bull riding. The company will use Tata Communications' [Ultra Live Video Delivery Network \(VDN\)](#) to bring this content from events globally to fans' smartphones, tablets and VR devices in complete sync with live TV broadcasts. These [VDN capabilities](#) are underpinned by Tata Communications' global superfast [network](#), which minimises latency for live 360° video and VR content and ensures an immersive, high-quality entertainment experience for sports fans.

"Our aim is to become the largest live 360° video and VR content platform in the world, allowing fans to teleport themselves to tracks and stadiums and engage with their sports heroes in new ways," said Dmitry Kozko, CEO of Ultracast. "But, in order for fans to be able to experience the action anywhere in the world as if they were right there, these technologies need to work without a glitch, no matter what. Using Tata Communications' global network and VDN capabilities to power our platform ensures that sports rights holders are able to offer fans worldwide the highest quality 360° video and VR experiences, complementing the live action on TV."

"Live 360° video and VR are the biggest disruptive force we've seen in sports distribution in years, and Ultracast is a trailblazer in this space," said Brian Morris, Vice President and General Manager, Global Media and Entertainment Services at Tata Communications. "Ultracast's platform enables sports organisations to grow their audience through new kinds of immersive entertainment experiences that transport fans to the middle of the action. But, because there are often thousands of miles between the match or a race and the fan's smartphone or tablet, a slow network can shatter the illusion. Our global reach lowers the barriers for Ultracast's customers anywhere in the world to generate new revenue streams from live 360° video and VR."

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.



[@tata_comm](#) | <http://tatacommunications-newworld.com> | www.youtube.com/tatacomms

For immediate release

PRESS RELEASE

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.

www.tatacommunications.com

About Ultracast

Ultracast is an innovative technology platform that transforms smartphones into a launchpad to propel viewers into live, fully immersive, 360° virtual reality experiences all over the world. This unique media app allows viewers to experience life as it is right now, live from all over the globe. Users can discover what is happening in the world around them with a single swipe of a smartphone. Viewers can take an all angles pass to some of the most fascinating events on earth or travel like a local to different bars and clubs. The company uses groundbreaking video technology to create live, 360 degree and VR/augmented reality coverage of events, whether it be entertainment and concerts, pro sports events or live coverage from the homes of some of the cutest animals on earth. The company has already partnered with boxing, motorsports and extreme sports to create unique, immersive, live viewing experiences. Ultracast is founded and funded by leading digital entrepreneurs and sports and entertainment visionaries who have propelled innovation in the media space and are focused on leveraging advanced technology into new, immersive exploretainment™. The Ultracast app is available for iOS and Android.

www.ultracast.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.



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