



HQ/CS/CL.24B/16627
November 06, 2018

Sir,

Sub: Press Release - Tata Communications brews a hybrid network for Carlsberg to underpin digitised operations and new innovative services.

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 a horizontal line.

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

For immediate release

PRESS RELEASE

Tata Communications brews a hybrid network for Carlsberg to underpin digitised operations and new innovative services

“A network transformation project of this scale was incredibly risky, because without our network we don’t make or sell beer. But it paid off.” - Sarah Haywood, CTO, Carlsberg

London UK - November 6th 2018 - [Tata Communications](#), a leading global digital infrastructure provider, has deployed a next-generation software-defined hybrid network for [Carlsberg](#) to support the digital transformation of the global brewer’s operations in 130 sites across Western Europe. The new infrastructure is a key part of Carlsberg’s *Next 2.0* programme, which harnesses the power of the Internet and cloud computing to boost agility, increase efficiencies and reduce costs.

The network supports Carlsberg’s global *SAIL ’22* growth strategy, which aims to “strengthen the core”, “position for growth” and “create a winning culture”. To achieve these goals, the brewer is digitising its supply chain and exploring new AI-enabled direct-to-consumer services such as its ‘connected bar’ concept. The new network, which has replaced a legacy MPLS network, will act as a resilient, flexible foundation for these innovative initiatives.

As the growing use of cloud-based applications has led to 70% of Carlsberg’s network traffic being on the Internet, the new network has given the brewer 10 times more bandwidth, reduced costs by 25%, and halved the occurrence of network incidents. The hybrid network is a combination of Tata Communications’ [IZO™ Internet WAN](#) and [Global Virtual Private Network](#), with an [IZO™ SDWAN](#) overlay.

“We don’t want to be just connected to the Internet. We want to live on the Internet, taking full advantage of its scalability and cost-effectiveness to quickly unleash new growth opportunities,” said **Sarah Haywood, CTO, Carlsberg**. “We are using the Internet to change the foundations of Carlsberg. This doesn’t mean putting a digital veneer on our old infrastructure - it means reimagining our entire IT estate with this next-generation network as the foundation.”

Tata Communications deployed the new network in just 5 months - a year less than the industry standard - and did this during the FIFA World Cup, which is one the busiest times of the year for Carlsberg. Given the critical role of the new network for the brewer’s operations, avoiding any disruption to the business during the deployment was crucial. “A network transformation project of this scale was incredibly risky, because without our network we don’t make or sell beer. But it paid off,” continued **Sarah Haywood**.

“As your employees, customers, partners and suppliers want to access data and applications in the cloud, a software-defined Internet-based network is the only way forward,” said **Mark Wait, Head of Europe, Tata Communications**. “While there’s a lot of hype around SDWAN, it’s important to note that you can’t build it on top of a network that’s not fit for purpose. You need a rock-solid foundation for SDWAN, combining the scalability and cost-effectiveness of the public Internet with the resilience and reliability of a private network. Without these foundations, SDWAN can’t do what it’s meant to do.”



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For immediate release

PRESS RELEASE

Tata Communications has rolled out Carlsberg's new infrastructure in Western Europe, but the reach of [Tata Communications' global network](#) allows the brewer to easily expand it to new geographies too if its business needs evolve. This network carries around 30% of the world's Internet routes and connects businesses to 60% of the world's biggest clouds.

Carlsberg and Tata Communications will be speaking about this network transformation project at the [Gartner Symposium/ITxpo 2018](#) on 4th-8th November in Barcelona, Spain.

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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 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 500 PoPs.

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 BSE Ltd and the National Stock Exchange of India.

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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.



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