



HQ/CS/CL.24B/16365
13 February 2018

Sir,

**Sub: Move into the age of digital parenting with the Omate x
Nanoblock smartwatch for children**

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

Thanking you,

Yours faithfully,
For Tata Communications Limited

Manish Sansi
Company Secretary &
General Counsel (India)

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CIN : L64200MH1986PLC039266

For immediate release

PRESS RELEASE

Move into the age of digital parenting with the Omate x Nanoblock smartwatch for children

Omate selects Tata Communications to launch its Omate x Nanoblock smartwatch for children with instant, secure, global connectivity

London, UK - February 13th 2018 - [Tata Communications](#), a leading digital infrastructure provider, and wearables maker [Omate](#) are working together to equip the new Omate x Nanoblock children’s smartwatch with instant, secure, global connectivity straight out of the box. With a [Tata Communications MOVE - IoT Connect™](#) SIM built in, the Omate x Nanoblock will pave the way towards a new frontier of digital parenting. There will be a demo of Omate x Nanoblock at Mobile World Congress in Barcelona: Tata Communications’ booth - Hall 2 H30.



Smartwatches such as the Omate x Nanoblock help parents stay connected with their children and know exactly where they are when needed - providing invaluable peace of mind. This peace of mind is now reinforced in the Omate x Nanoblock because Tata Communications MOVE - IoT Connect™ carries all location, messaging and video calling data over an end-to-end encrypted virtual private network (VPN), ensuring maximum security.

“Given the growing threat of cyber-crime, any device or application aimed at children must be safeguarded with the highest levels of security,” said **Laurent Le Pen, Founder & CEO, Omate**. “What sets the Omate x Nanoblock apart from other children’s

The Omate x Nanoblock comes with 3G connectivity thanks to a built-in Tata Communications MOVE - IoT Connect™ SIM card. It triangulates location using GPS, cellular networks and Wi-Fi hotspots for accurate positioning. It features a limited edition wristband by Japanese toy manufacturer [Diablock](#).

smartwatches is the extra security layer provided by the global private network of Tata Communications MOVE - IoT Connect™. It means that parents can keep track of and in touch with their kids in real-time, but no data on the network can be intercepted by unscrupulous individuals.”

Tata Communications MOVE - IoT Connect™ harnesses Tata Communications’ relationships with more than 600 mobile network operators (MNO) around the world to bring the Omate x Nanoblock reliable, high-quality network connectivity anywhere in the world. These relationships also help accelerate Omate’s international expansion outside its home market in China, allowing the company to sell the smartwatch to retailers and other partners as a ‘wearable-as-a-service’, eliminating the need for separate data connectivity agreements with different local MNOs in each country.

“The immense transformational potential of the Internet of Things hasn’t been unlocked yet because the mobile networks which these applications depend on are inherently local,” said **Anthony Bartolo, Chief Product Officer**,

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Tata Communications. “Yet, businesses like Omate that want to reach customers worldwide, need truly global, borderless connectivity to power their IoT devices and applications. They can’t be constrained by local MNOs’ roaming policies. Through our partnerships and the ubiquitous network of Tata Communications MOVE - IoT Connect™, businesses are able to capture, move and manage information on a global scale, and give people the always-connected digital experiences they crave.”

The API-enabled, automated Tata Communications MOVE - IoT Connect™ platform is fully integrated with Omate’s business processes, giving the company real-time visibility over customers’ data usage patterns, and control over tariffs and billing. This means that when a new customer switches on the smartwatch for the first time, it is instantly connected. The software-defined capabilities of Tata Communications MOVE - IoT Connect™ also make it easy for Omate to customise features and content with children’s needs in mind.

Laurent Le Pen continued: “The completely automated subscriber and connectivity management capabilities of Tata Communications MOVE - IoT Connect™ allow us to focus on our core business of developing innovative, feature-rich smartwatches for consumers everywhere. As we set our sights on taking on some of the biggest consumer electronics manufacturers in the world, working with Tata Communications gives us the global reach we need to help drive the growth of our business across Asia, Europe and the Americas.”

The Omate x Nanoblock will be available for pre-order in April on www.omate.com and will start shipping in June 2018 exclusively in the US and in Europe.

Tata Communications MOVE™ is part of the company’s aim of creating truly global, borderless mobile experiences for people and things. It is underpinned by Tata Communications’ partnerships in the world’s mobile ecosystem and its global network, which today connects 4 out of 5 mobile subscribers and carries over 25% of the world’s Internet routes.

Omate x Nanoblock key features

- Two-way voice chat services
- Location based services to locate the watch via an app
- SOS alert from the watch
- Pedometer
- Alarm
- Stopwatch
- 3-day battery life
- Front selfie camera
- Photo gallery
- SIM card with 100mb data/month
- Exclusive Nanoblock straps
- Magnetic charger with USB data transfer
- Two colours: white and black
- Starting from \$179 including 1 year data plan.

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.



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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.

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About Omate

Omate offers wearable and IoT solutions for people who need protection and security. Omate offers full turnkey solutions "Powered by Omate" including hardware modules and software stack allowing companies to design wearable-as-a-service connected through the telecom network.

For more information please visit: www.omate.com or contact us at press@omate.com.

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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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