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05 July 2018

Sir,

Sub: Press Release - World-first as the F1® Innovation Prize prepares to transform fan's winning technology idea into reality

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 blue horizontal line.

Manish Sansi
Company Secretary &
General Counsel (India)

To:

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- 2) Security Code TATACOMM, National Stock Exchange of India Limited. Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai, Maharashtra 400051

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PRESS RELEASE

World-first as the F1® Innovation Prize prepares to transform fan's winning technology idea into reality

- Watch Ross Brawn and Lewis Hamilton introduce the 2018 F1® Innovation Prize live at 17:45 BST | 12:45 EDT | 22:15 IST | 20:45 GST | 00:45 SGT today: www.facebook.com/formula1
- In a bold new fan engagement initiative, this year's global crowd-sourcing competition includes incubation and prototyping at Formula 1®'s Media & Technology Centre
- Brawn and Hamilton challenge fans worldwide to create "My F1®" - the ultimate immersive viewing experience - putting fans firmly in the sport's transformation driving seat
- For a chance to shape the future of F1® and win the USD \$50,000 prize: www.formula1.com/f1prize

Silverstone, UK - July 5th 2018 - Formula 1® Managing Director of Motorsports Ross Brawn and Mercedes-AMG Petronas Motorsport driver Lewis Hamilton will mark a new milestone today for Formula 1® by launching the first-ever crowd-sourcing competition in a global sport which will turn a fan's idea from concept to reality. Tata Communications' F1® Innovation Prize is set to transform how fans watch, experience and engage with the sport by challenging them to present breakthrough ideas which will see one overall winner rewarded with USD \$50,000 and the chance for their winning idea to be incubated and prototyped at Formula 1®'s Media & Technology Centre (MTC) in the UK. Now in its fifth year, the competition is a joint innovation initiative by Tata Communications, Formula 1® and Mercedes-AMG Petronas Motorsport.

For 2018, [the "My F1®" themed challenge](#) seeks ideas that bring fans closer to the cockpit. It asks entrants to take the sport's unique set of human, mechanical and technical data and combine them with the publishing and broadcast capabilities of Formula 1®. The aim is to create the ultimate customised, immersive viewing experience for fans worldwide. This could be in the form of an app, a homepage or even a way of joining up interactive content across a dozen different devices.

The [theme for this year](#) supports the drive by Formula 1® to ensure everyone - from trackside fans to the most casual armchair viewer - can engage with the sport through a level of customisation that breaks the barriers of language and technical know-how. It's a push that is already changing the way people watch and engage with the sport with innovations such as the new halo graphics and live Twitter shows. The next step on this digital drive is for a fan's idea from the F1® Innovation Prize to be turned into a real technology solution at Formula 1®'s MTC.

Five finalists will be awarded a trip to the Formula 1 Pirelli 2018 United States Grand Prix in Austin, Texas to present their solutions to the panel of judges. The Grand Prize winner will not only get a chance to work with Formula 1® to develop their idea, but also receive a cheque for USD \$50,000.

Ross Brawn, Managing Director of Motorsports, Formula 1®, said: "Tata Communications has been at the forefront of transforming the way fans experience the sport. One of the key elements of our partnership is the F1® Innovation Prize which, since its inception in 2014, has established itself as an unrivalled crowdsourcing platform in Formula 1®. This continued evolution of the competition has taken us to a unique place where fans' wishes are more than just an idea on paper. Myself and the team at Formula 1®'s MTC are looking forward to working with the winner to take their idea all the way from conception to prototype production."

Mercedes-AMG Petronas Motorsport Driver and four-time FIA Formula 1® Drivers' World Champion, Lewis Hamilton, said: "Nobody is better qualified to tell us what the fans want than the fans themselves. Bringing people closer to the sport is one thing, but asking them to help develop their sport is the next step. Finding new and more ways to engage with the fans is massively important to me, they make the sport what it is. The more we interact



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with them, the more we engage with them, the better the sport will be. With this competition we are looking to give more access to information and data - some of which has never been shared beyond the garage and cockpit. The F1[®] Innovation Prize is a great opportunity for our fans to apply their imagination and creativity into designing the future of the sport, and credit to Tata Communications and Formula 1[®] for making this a reality.”

Mehul Kapadia, Managing Director of Tata Communications' F1[®] business and the company's Global Head of Marketing, said: “We believe the new incorporation of incubation and prototyping at this level has never been done in any global sport before, and it's great to be able to involve the fans in such an immersive way. We look forward to seeing how the entrants would utilise the vast amount of data readily available to them in real-time to heighten and individualise their experience of the sport.”

This year Lewis, Ross and Mehul will be joined on the judging panel by new judge Roberto Dalla, Managing Director of Broadcasting and Technical Operations, Formula 1[®]. Technical Director of Mercedes-AMG Petronas Motorsport, James Allison and former F1[®] race driver and F1[®] commentator for Sky Sports F1[®], Martin Brundle, will both be returning to judge the competition.

For more information, to download the challenge brief and to enter, please visit www.formula1.com/f1prize.

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.

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.
