



HQ/CS/CL.24B/15320

20 January 2014

Sir,

Sub: Press Release – Tata Communications launches mobile VoIP platform to bolster converged communications capabilities for mobile service providers.

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

Thanking you,

Yours faithfully,
For Tata Communications Limited


Satish Ranade
Company Secretary

To:

- 1) Security Code 23624, The Stock Exchange, Mumbai. Fax No.(22) 22722037,39,41
- 2) Security Code 5251, The Asst. Manager (Listing), National Stock Exchange of India Limited. Fax Nos.: (22) 26598237/38.
- 3) National Securities Depository Ltd. Fax Nos. : 2497 29 93.
- 4) The Bank of New York. Fax No.2204 49 42.
- 5) Sharepro Services. Fax No. 2837 5646
- 6) Marc H. Iyeki, Director, New York Stock Exchange, Fax No: (212) 656-5071 /72 / Managing Director, New York Stock Exchange, Fax No: (212) 265-2016
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For immediate release**PRESS RELEASE**

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Tata Communications launches mobile VoIP platform to bolster converged communications capabilities for mobile service providers

Hosted, white label solution creates new mobile revenue opportunities from mobile end-user communities

Mumbai – January 20th 2013 – [Tata Communications](#), a leading provider of A New World of Communications™, today announces the launch of its mobile VoIP platform, a hosted, white label solution that allows mobile network operators (MNO) and other retail voice providers to deliver and monetise innovative converged IP communication services. The mobile VoIP platform offers a rich feature set that enables operators to quickly roll out packages that create competitive differentiation among user communities such as roamers, migrants, and digital natives exploiting internet reach.

Tata Communications' mobile VoIP platform gives MNOs the ability to offer customers a simple, converged communication service across voice, chat, video and file sharing, enhancing the customer relationship value chain and thereby improving customer loyalty and Average Revenue per User (ARPU). It leverages the strong brand value and existing customer billing relationships mobile operators and other retail service providers have, increasing the revenue potential of converged communication offerings.

The mobile VoIP platform enables operators to launch their own branded mobile VOIP app and make it available on all the major smartphone and desktop platforms. The app will be directly integrated into the existing user management, billing and reporting platforms through a web API. Mobile operators remain in control of the customer relationship, and can also extend the service reach by making it possible for customers to use mobile VOIP minutes for calls from laptops or tablets.

Christian Michaud, Senior Vice President, Product and Business Strategy, Global Voice Solutions, Tata Communications says, "Mobile operators are looking for ways to evolve their services portfolio to better meet the needs of their end users. Our mobile VoIP offerings allow operators to gain additional revenue from today's 'always connected' users, and create new market segments without the significant upfront capital investment and lead time required for true native rich communication services."

According to one research firm¹, by 2017 there will be more than 1 billion people using mobile VoIP through smartphone apps. OTT services are becoming increasingly popular with the growing adoption of smart phones and tablets. End users today have many choices for voice communications and are looking for the ability to have rich

¹ The Rise of Mobile VoIP: VoIP Review's Take on the Forthcoming Mobile VoIP Popularity Surge, <http://www.ucstrategies.com/unified-communications-strategies-views/the-rise-of-mobile-voip-voip-reviews-take-on-the-forthcoming-mobile-voip-popularity-surge.aspx>

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conversations with their contacts across numerous devices and multiple screens. Mobile network operators are constantly looking to introduce innovative offerings that will cater to this demand.

According to Anthony Cox, Associate Analyst at Juniper Research, operators need to get over their traditional reluctance toward mobile VoIP and consider instead what it can do for them: "mobile VoIP can be used by MNOs or indeed fixed-line or cable players to address specific target markets or develop new service bundles such as video conferencing.

Such services may be difficult or even impossible to deliver through traditional carriage methods," he adds, noting that Tata Communications' white-label mobile VoIP service allows other operators to build an OTT service that suits their specific circumstances.

Tata Communications' mobile VoIP platform is part of its Voice Business Apps suite, and aligns to the company's existing strategy of providing industry-leading hosted and managed services for service provider customers. The mobile VoIP platform is built to address mobile operators' need to increase revenue and monetise mobile innovation.

Consumers using the app will instantly see who's available to chat, message, talk or video call. All address book contacts will be automatically visible, and popular social networking contacts can be easily synced. Enhanced features include instant video conferencing, follow-me, private numbers, voicemail, identity numbers and local numbers in geographies where permissible. A full suite of IP-PBX features also opens opportunities for retail service providers in the SMB/SME space.

Link to microsite: <http://www.tatacommunications.com/mobileVoIP>

Ends...

About Tata Communications

Tata Communications Limited 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 200 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, leadership in global international voice, and strategic investments in South Africa (Neotel), Sri Lanka (Tata Communications Lanka Limited) and Nepal (United Telecom Limited).

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.

<http://www.tatacommunications.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' various filings with the United States Securities and Exchange Commission. These filings are available at www.sec.gov. Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.
