



HQ/CS/CL.24B/15106
13 May 2013

Sir,

Sub: Press Release – Tata Communications becomes first carrier to launch Voice Business Apps to drive efficiency of international voice business management.

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 &
Chief Legal Officer

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- 3) National Securities Depository Ltd. Fax Nos. : 2497 29 93.
- 4) The Bank of New York. Fax No.2204 49 42.
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For immediate release

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Tata Communications becomes first carrier to launch Voice Business Apps to drive efficiency of international voice business management

Unique suite of on-demand hosted and managed services provides core functions to enable service providers to strengthen voice networks with increased efficiency, automation and reduced operating costs

New York (NYSE) & Mumbai (NSE & BSE) – May 13th 2013 – [Tata Communications](#), a leading provider of A New World of Communications, today announces the launch of [Voice Business Apps](#), a new suite of hosted tools and managed services designed to help service providers more efficiently and profitably run their international voice business offerings.

Voice Business Apps includes Tata Communications' Virtual Point of Presence (PoP) capability, which enables carriers to send traffic using Tata Communications' next generation IP infrastructure while remaining in control of their own routing, as well as an array of hosted tools and managed services, which together offer the industry's broadest suite of solutions to help providers tackle the challenges of today's international voice market. International voice providers, facing slow market growth and intensifying competition, can struggle to build a business case to update legacy tools and systems to increase efficiency and quality to stay competitive.



Click on the picture above to watch the video

Tata Communications' Voice Business Apps provides market-leading capabilities and covers all the critical aspects of the international voice business. The solution addresses the underlying network which carries calls from originating to terminating provider. The Best Value Routing™ engine identifies the optimal balance of cost and quality for each call, and the back office tools – including rate, billing invoice, provisioning and reporting tools – making it easy to track efficiency and costs.

"With slow growth and strong margin pressure, many voice providers are finding it harder than ever to run a profitable international voice business," says Michel Guyot, President of Global Voice Solutions at Tata Communications. "Our Voice Business Apps offering can reduce operating expenses and increase efficiency while improving service quality, without upfront investment."

Tata Communications' Voice Business Apps will help customers reduce capital expenditure and risk by addressing common business challenges, including network standardisation, migration to IP, fraud management and supplier management. The "apps" include services, tools and systems that Tata Communications can provide on demand or manage on behalf of a carrier. Efficiency increases also include improved network utilisation, and enhanced ability to automate routine tasks.

David James, Practice Leader, Wholesale, Ovum, says, "This development demonstrates Tata Communications' ability to build on its extensive experience, global reach and economies of scale in the international voice market to offer innovative services and flexible partnering options to suit service providers' changing needs."

Voice Business Apps provides Tata Communications' customers more efficient networks, tools and systems that can exist in-house, to help better manage and automate the complexity of routing and pricing. It is based on the strength of tools and systems that Tata Communications has offered customers previously, and in many cases, are

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the same ones the company uses to run the world's largest international wholesale voice business. The new offering further cements the company's lead as the partner of choice in the international voice space.

To watch Michel talk about this latest product launch, [click here](#).

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 and its ADRs are listed on the New York Stock Exchange (NYSE: TCL).

<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.