



HQ/CS/CL.24B/15180
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Sir,

**Sub: Press Release – World's first cross-border Silicon Valley /
Bangalore hackathon unveils 'The Future of Collaboration'.**

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

Thanking you,

Yours faithfully,
For Tata Communications Limited

Rishabh Aditya
Dy Company Secretary & VP

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For immediate release**PRESS RELEASE**

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World's first cross-border Silicon Valley / Bangalore hackathon unveils 'The Future of Collaboration'

New concept tool 'Interactive Place' enables users on the same webpage to share and gather information in real-time - changing the way we surf the net

Mumbai and San Francisco – July 18th 2013 – On the back of two days of intense innovation, [Tata Communications](#) unveils the winning entry entitled, 'Interactive Place', which represents the evolution of web browsing; it was created by a team of developers in Bangalore during the world's first simultaneous Silicon Valley and Bangalore hackathon. The 'Interactive Place' concept took the winning spot at the Tata Communications hackathon giving a new dimension to web surfing by allowing users to easily interact with other users on the same web page using video and text through their browsers. This breakthrough has the potential to revolutionise the way we gather and consume information on the net, making searching the Internet a truly social and collaborative experience for all.

Hot on the heels of Tata Communications' recent [jamvee™](#) launch (next generation global video collaboration), the hackathon was aimed at further developing the future of collaboration, using WebRTC. During the two-day hackfest nearly 200 developers in both countries worked together to innovate next-generation open-standard collaboration tools. Following an exciting pitch process 'Interactive Place' was chosen by the judges thanks to its creative use of WebRTC and its broad market potential. The program identifies the context of the webpage, instantly creating a collaborative platform for users to text and video chat while browsing. The applications for business in terms of customer interaction and supporting education are limitless. They will also bring significant benefits to the everyday user. The team behind the winning concept is Amitesh Madhur, Sathya Narayanan Nagarajan and Seetharamakrishna Madamsetti – who participated in the Bangalore side of the global hack. The team took on 40 other teams across Bangalore and Silicon Valley to fight it out for the winning spot. They receive a \$15,000 cash reward and their idea will be incubated by Tata Communications and [iAccelerator-CIIE](#) through November 2013. Both companies will provide investment, mentoring and infrastructure support to bring the concept to reality.

The winning team ('3 Collaborators'), says "This hackathon has allowed us to work together with people from Bangalore and Silicon Valley to help overcome a very prevalent challenge. Collaboration is the best way to innovate and we feel this hackathon did a great job of demonstrating that. We're very excited to be part of Tata Communications' and iAccelerator-CIIEs' incubation programme and can't wait to see our concept hit the market."

Tata Communications' Future of Collaboration hackathon, co-sponsored by TiE, Media Network Services, vLine, Twilio, TCS, Tech Meetups, NestGSV and iAccelerator-CIIE saw an overwhelming response from the developer community, with leading-edge concepts being presented. The judging committee was made up of Tata Communications executives, hackathon partners and independent industry experts including Jack Hidary, Founder and former Chairman and CEO, Dice.com; Prashant Shah, Board Member & Head of TiE Angels, TiE Silicon Valley; Dan Gonzalez, Director of Strategic Partnerships, nestGSV; Tanvi Rangwala, Director, iAccelerator & ICT Initiatives, CIIE and Bill Haskins, Senior Analyst, Wainhouse Research.

The second place award (\$10K) was given to a team from Silicon Valley for their app called 'DeMobo' and Neehraj N Joshi, Prince Jain and Nilabh Pandey from Bangalore received the third place award (\$5k) for their collaborative tool called 'Dev+join'. Other awards include, Best Business Model (\$10K), Best Collaboration between locations (\$5K), Audience Favourite in Bangalore and Silicon Valley (\$5K each), Best Tool for Education (\$3K), as well as

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two on-the-spot Honourable Mention awards (\$1K each) in Silicon Valley and Bangalore respectively. Tata Communications will continue to be in discussion with the participating teams.

Julie Woods-Moss, Chief Marketing Officer and CEO of Nextgen, Tata Communications, says "The Internet has become the go-to source of information worldwide, but we're only at the start of what's possible. We've already seen the advantages of crowd sourcing and this weekend, we saw innovation at scale and on a global level. Tata Communications has always believed in the benefits of co-creation and that if diverse talented teams are given the right framework to collaborate, then magical things happen."

Tata Communications has an open ecosystem approach to voice, mobility and business video solutions. Last week, the company launched [jamvee™](#) video conferencing, a self-service, cloud-based solution that lets virtually anyone, across any device, participate in a video meeting. Tata Communications has the largest interconnected ecosystem for [business video](#) and mobile network operators. Underpinning its robust collaboration offerings is its undersea cable network which is the world's largest and includes the [first wholly-owned fibre optic cable network ring around the world](#). Its network also enables 20% of the world's internet routes today.

For more information, visit: www.tatacommunications.com/futureofcollaboration
Twitter hashtag: #Collabhack13

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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.