



HQ/CS/CL.24B/15238

2 October 2013

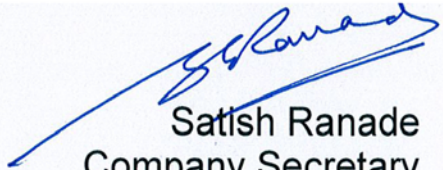
Sir,

Sub: Press Release – **Tata Communications' Mobile Messaging Exchange extends and simplifies SMS interconnect for MNOs and application 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
- 7) Central Depository Services (India) Limited. Fax : 2267 3199.

TATA COMMUNICATIONS

Tata Communications Limited
Plot C 21 & C 36 'G' Block Bandra Kurla Complex, Mumbai 400 098 India
Regd. Office : VSB Mahatma Gandhi Road Fort Mumbai – 400 001 India
Tel 91 22 6659 1966 Fax 91 22 6725 1962 website www.tatacommunications.com

For immediate release**PRESS RELEASE**

Natalie Chak
Tata Communications
+44 (0)7833 043 779
natalie.chak@tatacommunications.com

Alex Bishop
Hill + Knowlton Strategies
+44 (0)20 7413 3495
alex.bishop@hkstrategies.com

Tata Communications' Mobile Messaging Exchange extends and simplifies SMS interconnect for MNOs and application service providers

SS7 based termination anchors high quality, profitable SMS reach and delivery

Bermuda, October 2nd 2013 – [Tata Communications](#), a leading provider of A New World of Communications, today launches its Mobile Messaging Exchange service. The exchange will enable Over-the-top (OTT) providers and SMS aggregators to connect to a large community of MNOs globally, while allowing MNOs to monetise the SMS traffic with an added layer of security. This service provides a mutually favourable and profitable solution for all the stakeholders in the value chain.

SMS traffic continues to grow globally, and it is predicted to total 9.4 trillion messages in 2016¹. Application-to-person (A2P) SMS constitutes an increasingly important proportion of this traffic. Similarly, it is estimated that the global A2P SMS market will grow five-fold in the next five years, overtaking person-to-person (P2P) SMS, reaching \$76 billion by 2016². However, an increase in A2P SMS brings with it inherent security issues; an indicator is the number of SMS spam campaigns quadrupled in the first half of 2012 and the overall rate of receipt grew by 300% from 2011 to 2012³.

The new Mobile Messaging Exchange stands to create an effective ecosystem built on efficiency, trust and transparency. It will not only bridge the user communities served by the OTT and SMS aggregators, who want to reach more mobile subscribers, but also MNOs, who want to monetise this traffic. This secure and stable service will help MNOs protect their network and subscribers from spam and fraud resulting from unauthorised A2P SMS.

Jeff Bak, Vice President of Mobility Solutions at Tata Communications, says, "We see an emerging market need in the evolving SMS ecosystem. OTTs and SMS aggregators seek a simplified means to reliably deliver SMS to global mobile users, while MNOs want to monetise A2P SMS without compromising subscriber security and satisfaction. Seamlessly connecting communication service islands is a core mission for Tata Communications. Leveraging our expertise from building market leading global voice, mobile signalling and IP communities, Mobile Messaging Exchange uniquely addresses this need in the SMS market, taking advantage of Tata Communications' global network infrastructure and extensive MNO relationships worldwide."

The Mobile Messaging Exchange leverages Tata Communication's leading mobile signalling network for better quality and delivery feedback particularly for OTTs. It also includes Tata Communications' Managed SMS Firewall, which identifies and captures spam and fraudulent messages. With always-on SMS threat monitoring and protection plus the use of MNO-set policies for spam traps and content filtering, Mobile Messaging Exchange further protects mobile networks and subscribers.

Ends...

¹ <http://blogs.informatandm.com/6454/media-alert-happy-20th-birthday-to-the-sms/>

² <http://www.juniperresearch.com/viewpressrelease.php?id=311&pr=248>

³ <http://www.gsma.com/membership/wp-content/uploads/2013/03/Haud-Systems-whitepaper-Assuring-future-SMS.pdf>

For immediate release**PRESS RELEASE****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.