



HQ/CS/CL.24B/15360

9 April 2014

Sir,

Sub: Press Release – Tata Communications delivers live Formula 1® video feeds to Chello DMC for Sport1 broadcast.

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

Thanking you,

Yours faithfully,
For Tata Communications Limited

Rishabh Aditya
Deputy 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 /
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For immediate release**PRESS RELEASE**

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Tata Communications delivers live Formula 1® video feeds to Chello DMC for Sport1 broadcast

Sport1 viewers watch live 2014 Formula 1® footage via fibre for the first time; deal in place for live feeds to be delivered to all devices from the 19 worldwide race locations

London – April 9th 2014 – [Tata Communications](#), a leading provider of A New World of Communications™, announces it is providing Official F1® licensee/broadcaster Chello DMC live Formula 1® video feeds via its wholly-owned fibre network for the first time this season. The high quality video feeds, broadcast on Dutch sports channel, Sport1 will be used for the channel's full 2014 race season coverage.

The partnership builds on Tata Communications' proven capability as the Official Connectivity Provider of Formula 1® by giving Chello DMC access to the highest quality video content thanks to Tata Communications' global fibre network. Six live feeds and an additional unilateral feed from all 19 races this season will be distributed via the fibre network for broadcast on the Sport1 channels and via the Sport1 app.

The investment in fibre by Chello DMC is in line with its wider strategy to provide clients, such as Sport1, with the expertise and technology to increase the value of its broadcast content through improved quality, choice and cost efficiencies. By using Tata Communications' fibre network for delivery, Sport1 now has the opportunity to provide its subscribers with not only a complete race overview, but also additional services, such as onsite commentary, across all devices.

Jelmer Kleingeld, VP and General Manager at Chello DMC said, "Formula 1® is one of the most popular spectator sports in the world. As the Official Connectivity Provider of Formula 1®, Tata Communications already has the major fibre operations in place making it possible for us to pick up high quality content at an improved latency rate. We are committed to providing a highly innovative service to our client Sport1 and this new distribution capability opens up greater possibilities for the services we can provide to our clients in the future."

Consumer demand for high quality, live content across different platforms is growing, and at the heart of this change is the transition towards fibre networks to deliver the highest quality live and file-based video, securely and to numerous devices (televisions, tablets, smartphones and laptops). The secure and massive bandwidth provided by our fibre helps broadcasters to effectively monetise their rights, especially for live events.

Rangu Salgame, CEO, Growth Ventures, Tata Communications said, "For Tata Communications this is another important development in our role as Official Connectivity Provider of Formula 1® and proven track record in providing global media solutions to our clients. By delivering the highest quality video feeds over our wholly-owned fibre network we are able to offer clients of Formula One Management, such as Chello DMC, enhanced experiences."

Ends...

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.

About Chello DMC

Chello DMC is one of Europe's leading media logistics service providers of channel playout services, TV distribution and content delivery for new media applications. The Amsterdam based advanced digital media facility specialises in multi-lingual and multi-platform broadcasting in standard and high definition.

Chello DMC currently transmits over 70 channels across continental Europe, the UK, Middle East, Asia and South Africa including National Geographic Television, MGM, History, Extreme Sports Channel, Playboy and others.

Chello DMC is owned by Chellomedia, the international content division of AMC Networks and a leading international media company & distributor of channels, content and video services.

For more information please visit www.chellodmc.com.

About Formula 1®

Formula 1®, which began in 1950, is the world's most prestigious motor racing competition and is the world's most popular annual sporting series. In 2013 it was watched by over 450 million unique television viewers from 185 territories. The 2014 FIA Formula One World Championship™ runs from March to November and spans 19 races in 19 countries across five continents.

Formula One World Championship Limited is a subsidiary of the Formula One group, founded by CEO Bernie Ecclestone, and holds the exclusive commercial rights to the FIA Formula One World Championship™. For more information on Formula 1® visit www.formula1.com. F1, FORMULA 1, FIA FORMULA ONE WORLD CHAMPIONSHIP, GRAND PRIX and related marks are trade marks of Formula One Licensing BV, a Formula One group company. All rights reserved.
