



HQ/CS/CL.24B/14774  
22 March 2012

Sir,

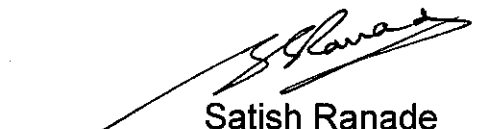
Sub: Press Releases –

- 1 Tata Communications completes world's first wholly owned cable network ring around the world. (**Attachment 'A'**)
- 2 84% of emerging market business leaders look to other emerging markets for growth and best practice. (**Attachment 'B'**)
- 3 Tata Communications launches TGN-Gulf cable system connecting India, Oman, UAE, Qatar, Bahrain and Saudi Arabia and onward to the world. (**Attachment 'C'**)

Please find attached herewith the copies of the three press releases on the captioned subject being issued today.

Thanking you,

Yours faithfully,  
For Tata Communications Limited

  
Satish Ranade  
Company Secretary & CLO

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) 66418125/26.
- 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.
- 8) Mr. R. Gangadharan for SEC information requirements.

**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 6657 8765 Fax 91 22 6725 1962 website [www.tatacommunications.com](http://www.tatacommunications.com)



For immediate release

**PRESS RELEASE**

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

Kersti Klami  
Hill + Knowlton Strategies  
+44(0)207 973 5999  
[Kersti.Klami@hkstrategies.com](mailto:Kersti.Klami@hkstrategies.com)

## **Tata Communications completes world's first wholly owned cable network ring around the world**

*Global fibre optic network seamlessly linking markets across Asia, Middle East, the U.S. and Europe to meet rising demand for 24/7commerce*

**New York (NYSE) & Mumbai (BSE & NSE) – 22<sup>nd</sup> March 2012** – Tata Communications, a leading provider of The New World of Communications, today announces the completion of the world's first round-the-world fibre optic cable network with the official launch of its Tata Global Network – Eurasia (TGN-EA) cable. The cable connects Europe to India, through Egypt, bringing increased capacity, resilience and enhanced communications links to not only the Middle East, but to the rest of the world.

The completion of the final link across Egypt enables Tata Communications to offer its customers unique access to a wholly-owned express route cable from Europe to India with improved latency, redundancy and scalability. In conjunction with the company's recently launched TGN-Gulf these routes will cater to the increasing demand for voice, video and data services in and out of the Gulf region.

Vinod Kumar, Managing Director and CEO, Tata Communications, says, "Our customers, whether a European auto-manufacturer, an Asian hotel group or a large U.S. financial services firm, need to compete in global markets and are demanding faster and more reliable worldwide connectivity. Companies and carriers in developed and emerging economies require the confidence and security delivered by a wholly-owned network such as Tata Communications' TGN."

The round-the-world ring also offers city-to-city connections in contrast to more traditional networks which only link cable landing stations. This approach is more cost-effective, flexible and provides a faster time to market delivery, as well as being easier to maintain and manage.

The completion of the final TGN-EA link follows significant investment from Tata Communications in its global network in recent years. The TGN-EA cable system now interconnects Europe, India, the Gulf and Middle East seamlessly with the rest of the world while consistently providing higher quality bandwidth on a global scale. Tata Communications owns and operates the world's largest subsea cable network which reaches countries representing 99.7 per cent of the world's GDP.

'This a landmark moment for Tata Communications as we officially launch the world's first wholly-owned global submarine cable network as a complete and robust ring around the world,' concludes Kumar.

**TATA COMMUNICATIONS**

[www.tatacommunications.com](http://www.tatacommunications.com)

©2012 Tata Communications Ltd. All Rights Reserved.

TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries.



For immediate release

## PRESS RELEASE

The 9,280 km TGN-EA system which links Europe and India, running across the Mediterranean and the Middle East, uses fibre-optic technology based on microscopic glass fibres as thin as a strand of human hair, and offers customers the lowest levels of latency with RTD around 92 msec with speeds from 2Mbit/s to 10Gbit/s available.

Today's announcement together with Tata Communications' recent global technology association launch with Formula 1™ and its public commitment to drive cross-network video collaboration through the Global Meeting Alliance™ all complement and further strengthen Tata Communications' vision to deliver a New World of Communications to advance the reach and leadership of its customers across the globe.

### Ends...

#### About Tata Communications

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 network to deliver managed solutions to multi-national enterprises, service providers and consumers.

The Tata Global Network includes one of the most advanced and largest submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries across 400 PoPs, and 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).

[www.tatacommunications.com](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](http://www.sec.gov). Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.

\*\*\*\*\*

### TATA COMMUNICATIONS

[www.tatacommunications.com](http://www.tatacommunications.com)

©2012 Tata Communications Ltd. All Rights Reserved.

TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries.



**TATA COMMUNICATIONS**

For immediate release

**PRESS RELEASE**

Natalie Chak  
Tata Communications  
+44 (0)783304 3779  
[natalie.chak@tatacommunications.com](mailto:natalie.chak@tatacommunications.com)

Kersti Klami  
Hill & Knowlton  
+44(0)207973 5999  
[kersti.klami@hillandknowlton.com](mailto:kersti.klami@hillandknowlton.com)

## **84% of emerging market business leaders look to other emerging markets for growth and best practice**

**Research from Tata Communications reveals the importance of global connectivity in emerging market expansion**

**Mumbai (BSE & NSE) & New York (NYSE) – 22<sup>nd</sup> March 2012** – Tata Communications, a leading provider of The New World of Communications, today revealed the findings of a unique research study into emerging markets and their impact on the global economy. The report, conducted by independent research company Vanson Bourne, surveyed 1,600 business leaders from ten global emerging and developed markets, and reveals that 84% of companies **in emerging markets** have looked to other emerging markets for growth lessons and best practice, highlighting the growing influence of developing markets in the global economy.

Emerging market survey respondents (those from China, India, South Africa and the Middle East) were asked which markets they felt offers most opportunity for rapid growth. China led the pack at 51%, India at 46% and Brazil at 26%. Russia, more usually associated alongside these markets, was listed in 8<sup>th</sup> place with just 11% of emerging market business leaders feeling it offered rapid business growth.

87% of business leaders from both developed and emerging markets (China, India, South Africa, France, Germany, Hong Kong, Singapore, the Middle East, the USA and the UK) are actively engaging in emerging markets, despite 56% acknowledging that they associate emerging markets with political instability. 55% of Singaporean respondents, 45% of Middle Eastern and 40% of South African businesses have already set up operations in emerging markets, the only markets in the survey to have a higher figure with an established presence than those considering such a move (e.g. India, China).

51% of all respondents stated that their organisation is looking at expanding into China, with 39% selecting India and 33 % Brazil. 62% of US companies are looking to China for growth while the UK is set to be the biggest investor in Poland with 19% of UK respondents selecting that market.

### **The opportunities**

The main driver for moving to emerging markets is the potential to capitalise on growth opportunities with 63% of business leaders surveyed selecting this as a reason. In line with the focus on growth, competitive activity is also a factor for moving into emerging markets. The survey reveals that on average, respondents who are looking into, or

**TATA COMMUNICATIONS**

[www.tatacommunications.com](http://www.tatacommunications.com)

©2012 Tata Communications Ltd. All Rights Reserved.

TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries.



For immediate release

**PRESS RELEASE**

are already operating in emerging markets; expect to increase investment in emerging markets by 36% over the next year.

Vinod Kumar, MD and CEO, Tata Communications, says, "For companies to capitalise on that potential we need to see greater levels of investment in the infrastructure that is essential to support it. That will inevitably require more focus on developing talent and innovative thinking in markets that can have less educational investment in those areas. It is clear that businesses are prioritising communications and digital infrastructure as a critical part of their operations. The ability to manage those communications and to ensure reliability and security requires a level of global, and in particular, emerging market experience."

**The challenges**

There are significant challenges ahead of those looking to operate in emerging markets. When asked to select their single most critical challenge for organisations moving to an emerging market respondents were almost evenly split with 18% citing government regulation, 16% established competition, 14% finding skilled staff and 11% communications and digital infrastructure.

57% of those surveyed stated that political instability would prevent them entering an emerging market. Lack of a reliable communications infrastructure is also a blocking factor for over one-third of those surveyed and was the fourth most selected item in the survey.

**Talent**

Talent was identified as a critical challenge by 37% of all those surveyed, with 44% of emerging market respondents stating that availability of talent is a reason they would call a market progressive. However, the kind of talent valued varies market to market with 78% of Indian respondents citing software development skills and 69% rating communications technology experience as key factors, which 52% of Middle East based respondents focus on business management and 63% of Chinese business leaders look for general education levels as an indicator.

**Communications**

Respondents were also asked what one factor they felt was most crucial to successfully running a global organisation. Having reliable communications amongst all branches/territories and a flexible business strategy emerged as the most important with 28% of respondents selecting them. Reliable communications is the most important factor according to business leaders in the USA, Germany and Hong Kong.

Communications infrastructure is the fourth most selected critical challenge for companies looking to move to emerging markets and four in ten people also stated that a lack of a reliable communications infrastructure would prevent them entering a market. This emphasises the importance of telecommunications in an increasingly connected world and demonstrates that reliable communications continue to be seen as a must-have part of any market that wishes to compete internationally.

As part of the survey, Tata Communications also asked respondents what characteristics they felt most important in a telecommunications supplier. 54% selected reliability and 34% security, with a third also choosing experience across multiple markets (both emerging and developed) as essential.

**TATA COMMUNICATIONS**[www.tatacommunications.com](http://www.tatacommunications.com)

©2012 Tata Communications Ltd. All Rights Reserved.

TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries.



For immediate release

**PRESS RELEASE**

Vinod Kumar, concludes, "There is a varied approach to developing and maintaining communications infrastructures depending on the individual characteristics of the market in question. Reliability and security are must-haves. For a telecommunications supplier to add real value they need to have the experience of working in different environments, across multiple geographies and possess the innovation that a global mindset can bring to bear."

**Ends...****About the survey**

Tata Communications commissioned leading business research company, Vanson Bourne, to conduct an online study of business leaders in the Middle East, South Africa, Hong Kong, Singapore, India, China, France, Germany, the USA and the UK. In total, 1,600 business leaders were interviewed from the C-suite to manager level, across 10 sectors (financial services, manufacturing, business and professional services, IT/technology, healthcare, retail, transport/travel, telecommunications, utilities, media and entertainment). The survey was conducted in January and February 2012.

**About Tata Communications**

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 Global Network includes one of the most advanced and largest submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries across 400 PoPs, and 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).

[www.tatacommunications.com](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 stabilise 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](http://www.sec.gov). Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements*

\*\*\*\*\*

**TATA COMMUNICATIONS**

[www.tatacommunications.com](http://www.tatacommunications.com)

©2012 Tata Communications Ltd. All Rights Reserved.

TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries.

Attachment 'c'



For immediate release

**PRESS RELEASE**

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

Kersti Klami  
Hill + Knowlton Strategies  
+44(0)207 973 5999  
[Kersti.Klami@hkstrategies.com](mailto:Kersti.Klami@hkstrategies.com)

## **Tata Communications launches TGN-Gulf cable system connecting India, Oman, UAE, Qatar, Bahrain and Saudi Arabia and onward to the world**

*New cable system offers direct access to growing Gulf markets for global connectivity*

**New York (NYSE) & Mumbai (BSE & NSE) – 22<sup>nd</sup> March 2012** – Tata Communications, a global communications service provider that owns and operates the world's largest subsea cable network, today announces the launch of its TGN-Gulf subsea cable system that will connect the Gulf to Mumbai, India and onward to the rest of the Tata Global Network (TGN).

In partnership with Nawras of Oman, Etisalat of UAE, Qtel of Qatar, Bahrain Internet Exchange of Bahrain, and Mobily of Saudi Arabia, the TGN cable system is the first TGN cable to serve the Gulf region and will offer network access to UAE, Oman, Qatar, Bahrain and Saudi Arabia, providing carriers and businesses with a direct route into the emerging markets of the Gulf region. The TGN-Gulf cable system will provide companies based in the region, and those looking to expand into these markets, with business-critical capacity for broadband data and high quality voice services.

The TGN-Gulf cable system will initially offer speeds of up to 10G and a greater geographical reach for Tata Communications' customers, providing a critical backbone for economic development across the Gulf region.

Radwan Moussalli, Managing Director, Middle East and North Africa (MENA), Tata Communications, says, "Tata Communications' global connectivity services are built on the world's largest and most advanced global submarine cable network available today, enabling carriers and enterprises to connect across the globe. The TGN-Gulf subsea cable system will act as the foundation for growth and technological innovation for businesses in one of the fastest growing emerging markets in the world. It is well positioned to meet the ever-growing demand for high-bandwidth voice and data services, lower latencies, higher uptimes and seamless scalability."

This new development is the latest in a series of expansions and upgrades to the TGN, and makes Tata Communications the only provider to offer a truly global network through its world-wide cable network. The cable network boasts significant depth in key emerging markets including China, India, South Africa as well as the Gulf region and currently covers nearly 20% of the world's internet routes reaching over 240 countries and territories.

**TATA COMMUNICATIONS**

[www.tatacommunications.com](http://www.tatacommunications.com)

©2011 Tata Communications Ltd. All Rights Reserved.

TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries.



For immediate release

## PRESS RELEASE

The TGN-Gulf cable uses market-leading fibre optic connectivity to bring unmatched capacity and secure, scalable high speed bandwidth to all the key cities in the region, and the rest of the world. It will provide city-to-city connections in contrast to more traditional networks which only link cable landing stations. This approach is more cost-effective, flexible, provides a faster time to market and is easier to maintain and manage.

Tata Communications also today announces the completion of the world's first wholly-owned round-the-world fibre optic cable ring. In addition, its recently-announced global technology association with Formula 1™ and its public commitment to drive cross-network video collaboration through Global Meeting Alliance™ reflect its drive to further complement and strengthen its vision to deliver a New World of Communications to advance the reach and leadership of its customers and partners across the globe.

**Ends...**

### **About Tata Communications**

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 Global Network includes one of the most advanced and largest submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries across 400 PoPs, and nearly 1 million square feet of data center 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).

[www.tatacommunications.com](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](http://www.sec.gov). Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.*

\*\*\*\*\*

**TATA COMMUNICATIONS**

[www.tatacommunications.com](http://www.tatacommunications.com)

©2011 Tata Communications Ltd. All Rights Reserved.

TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries.