



HQ/CS/CL.24B/16609
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Sir,

Sub: Press Release - Public services versus home automation; Tata Communications' research reveals differing perceptions of IoT between India's generations.

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

Thanking you,

Yours faithfully,
For Tata Communications Limited

P.P. Sub-5008

Manish Sansi
Company Secretary &
General Counsel (India)

To:

- 1) Security Code 500483, BSE Ltd, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400001.
- 2) Security Code TATACOMM, National Stock Exchange of India Limited. Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai, Maharashtra 400051

TATA COMMUNICATIONS

Tata Communications Limited

VSB, Bangla Sahib Road, New Delhi - 110001

Regd. Office : VSB Mahatma Gandhi Road, Fort Mumbai – 400 001

Tel 91 11 6650 5678 Fax 91 11 6650 1121/ 91 22 6725 1962 email : manish.sansi@tatacommunications.com

CIN no. : L64200MH1986PLC039266 website : www.tatacommunications.com

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Smriti Arora
Tata Communications
+91 98192 76755
smriti.arora@tatacommunications.com

Shweta Vitta
Adfactors PR
+91 99862 96283
Shweta.vitta@adfactorspr.com

Public services versus home automation; Tata Communications' research reveals differing perceptions of IoT between India's generations

Looks to initiate a wider dialogue between citizens to ensure IoT is viewed as a 'public good' to be shared by all

Mumbai, October 09th, 2018: According to new insights from Tata Communications' '[National IoT Survey Report](#)', the enhanced provision of public services is a top priority for India's mature generation (over 35s) for the Internet of Things (IoT), while the country's younger generation (18-25 year olds) perceive the impact of IoT enabled services to be most palpable in their immediate environments, such as home automation.

The survey was conducted across 2,000 respondents from 12 Indian cities¹ to gauge the awareness levels of people around the concept of the Internet of Things (IoT) and views on its impact on their day-to-day lives.

According to the report, domestic automation appears to be a near-necessity for India's youth. For over half (54%) of India's youth (Millennials aged between 26 and 35) and (Generation Z aged between 18 and 25), IoT is all about smart homes (like Smart TV, Smart Lights etc) and smart phones.

67% of the over 35s, view IoT enabled devices and services as creating exponential value in the realm of public services - like energy conservation, lower pollution, better treatment and disposal of waste, better access to public utilities and healthcare facilities.

With new sophisticated technologies, as we head towards a truly connected world, 24% Indians hope for greater levels of safety/security for their family and citizens (25% over 35s / 23% under 35s), 23% expect improved levels of healthcare (26% over 35s / 21% under 35s), and 21% improved access to public services (23% over 35s / 19% under 35s).

"The potential for IoT as a 'public good' is clearly immense, but for this to be realised, open dialogue between all segments of society - from consumers and businesses, to the public sector as well as technology providers - is now essential. India's youth is clearly inspired by IoT's potential to automate their domestic environments, but that represents a fraction of IoT's potential to transform society as a whole", explains **VS Shridhar, Senior Vice President and Head Internet of Things, Tata Communications**. "People of all ages and sections of society need to have a deeper understanding of IoT and how it can benefit their lives as citizens. From such dialogue, a new type of constitution - a type of 'civic operating system' (Civic OS) will emerge, encompassing rules, protocols, safeguards and principles to ensure the profound opportunities that IoT presents, are available to all members of society."

The IoT landscape in India is progressively changing. According to recent estimates, the market for IoT in India is expected to be valued at [USD \\$9 billion, with an installed base of 1.9 billion units by 2020](#). While the country has witnessed a fast start in the adoption of IoT, it is increasingly realising the potential of IoT's transformative power and is beginning to embrace the technology more holistically. Currently, the individual

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benefits are driving the momentum for IoT in the country and there is a need to expand our view and create awareness around the larger societal impact that it can have.

Tata Communications is already laying the foundation for IoT in India with the world's largest LoRaWAN™ network spanning across 2000 communities and 38 cities in the country, to create an end-to-end connected ecosystem. New operating systems such as the Civic OS framework, powered by IoT solutions, on the LoRaWAN™ network will enable better and affordable management of essential utilities, drive smart cities and empower economies to run more efficiently, securely and productively.

The full report can be accessed [here](#).

Tata Communications will be present at the 2018 IoT India Congress Event in Bangalore on October 9th and 10th. Please visit the company's booth no. A5 to experience a live demo of the cutting-edge IoT solutions offered by Tata Communications.

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About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) 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 network to deliver managed solutions to multi-national enterprises and communications service providers.

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 240 countries and territories across 400 PoPs, as well as nearly 1 million square feet of data centre and colocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services and leadership in global international voice communications. Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.

<http://www.tatacommunications.com>

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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 Limited's Annual Reports. The Annual Reports of Tata Communications Limited are available at www.tatacommunications.com. Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.

ⁱ The report is based on over 2,000 face to face interviews conducted in Mumbai, Delhi, Chandigarh, Jaipur, Kolkata, Pune, Chennai, Patna, Bangalore, Lucknow, Ahmedabad and Hyderabad, between September and October '17.
