



HQ/CS/CL.24B/14629
15 September 2011

Sir,

**Sub: Press Release - Tata Communications takes global contact
centre call management to the cloud.**

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

Thanking you,

Yours faithfully,
For Tata Communications Limited


Satish Ranade
Company Secretary & Chief Legal Officer

To:

- 1) The Stock Exchange, Mumbai. Fax No.(22) 22722037,39,41
- 2) 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.

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For immediate release

PRESS RELEASE

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Tata Communications takes global contact centre call management to the cloud

Cloud-based ICR / IVR products launched worldwide

Mumbai (BSE) & New York (NYSE) - 15 September 2011 – Tata Communications today announces the launch of a new cloud-based platform for the global contact centre industry. New Intelligent Call Routing (ICR) and Interactive Voice Response (IVR) products offer an integrated solution for routing and distributing calls across multi-geography and multi-site call centres. Routing takes place over a single, fully enabled IP platform, delivering business efficiencies and a superior customer experience.

The on-demand, pay-per-use routing and distribution platform is based on the same all-IP core that powers the company's leading international voice network, covering 240 countries and territories worldwide. Customers will be able to leverage the robustness and global reach of this network whilst benefiting from a reduction in CAPEX equipment cost, OPEX power and management costs as well as overall ease-of-use.

"By integrating cloud-based ICR and IVR to its existing service portfolio, Tata Communications continues to be at the forefront of adopting a solutions-oriented approach to the voice business. By applying the tenets of a cloud approach to the contact centre industry, the company can enable customers to offload implementation and execution challenges whilst at the same time scale efficiently by adding new sites or changing call flows to respond to market demands," says Jayesh Easwaramony, Vice President for ICT Practice, Frost & Sullivan.

Tata Communications' ICR / IVR solutions routes calls based on customer prompts or pre-determined rules, making it simple to distribute calls to the most appropriate global destination in relation to the time of day or day of week, increasing operational efficiencies.

"Taking ICR and IVR into the cloud is an obvious evolution for Tata Communications as it brings together two of our core competencies – our global voice network and our managed services capabilities. Our customers have told us that there is a clear advantage in being able to seamlessly link these services around the world without resorting to complex procedures and integrations. This in turn, allows our clients to support their own customers and applications in the most beneficial way for their business. It is a winning combination of a reduction in operational costs and increased usability," says Christian Michaud, SVP, Product Marketing and Business Development, Global Voice Solutions, Tata Communications. "This new offering is a further enhancement of our existing cloud portfolio and reinforces our leading position in the Indian Hosted Contact Centre Market."

The ICR / IVR platform includes multisite management that allows customised routing by access number, a choice of interconnects via VoIP or TDM, percentage allocation to optimise traffic distribution and global fallback routing along with multi-language and customisable call flow applications – all of which are aimed at ensuring the highest levels of customer satisfaction.



For immediate release

PRESS RELEASE

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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

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.
