



HQ/CS/CL.24B/14367
31 January 2011

Sir,

Sub: Press Release - **ZAPPME Media and Entertainment Launches KRATOS, Powered by Tata Communications' Mosaic.**

Please find sent here with a copy of the press release on the captioned subject being issued today.

Thanking you,

Yours faithfully,
For Tata Communications Limited


Rishabh Aditya
Dy. 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) 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) 53312Mr. R. Gangadharan for SEC information requirements.

TATA COMMUNICATIONS

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ZAPPME Media and Entertainment Launches KRATOS, Powered by Tata Communications' Mosaic

Mumbai, January 31, 2011 – ZAPPME Media & Entertainment today launches an on-demand digital advertisement platform, “KRATOS”, powered by Mosaic, a Tata Communications Global Media and Entertainment solution. KRATOS optimizes the commercial delivery chain between advertiser and broadcaster, enabling faster production and preparation of content for transmission and multi-platform delivery.

Pradeep Prabhu, CEO, KRATOS / ZAPPME Media and Entertainment, says, “Today's advertisers are not only demanding immediate delivery of commercials during high viewer traffic events, but solutions that allow last minute changes in advertising campaigns and just-in-time decision making. We are delighted to launch KRATOS in conjunction with Tata Communications. Its Mosaic platform powers our media delivery and management on a secure workflow platform which addresses this business need most effectively. KRATOS enables a file-based workflow from lens to screen and also integrates activity across production and operational silos, automating workflow and media distribution. The team at Tata Communications has spent a considerable amount of time understanding our business to provide the best-in-breed technology for support and customer service.”

Currently, most television advertisers follow a circuitous and often inefficient route, to deliver their commercial content to the broadcaster. Physical distribution of tapes can result in errors in delivery, higher cost of duplication, multiple quality control points and a longer turnaround times in the media planning processes. KRATOS eliminates these bottlenecks and provides a solution that can integrate with any broadcaster through digital distribution. KRATOS enables media and entertainment companies to operate effectively in the cloud, allowing users to migrate to a more collaborative end-to-end process, at their individual pace.

Julian Wheeler, Vice President, Global Media & Entertainment, Tata Communications, says, “Distributing content across the world to different broadcasters requires various languages, file formats, legal compliance and transmission standards to be adhered to. A reduction in distribution costs allows advertisers and broadcasters to focus on where the real value lies and build accountability within the system, at the same time. KRATOS, which is

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powered by Tata Communications' Mosaic, has been designed to automate, control and optimize manual media workflows. Liberated from bandwidth and location constraints, media companies are able to monetize digital content more efficiently, via our Mosaic platform."

KRATOS has been built with the future in mind. With this new technology, advertising companies will be able to distribute HD and SD advertising sports in any broadcast-ready format. It allows advertising companies to manage campaigns from start to finish by incorporating notification, tracking and reporting. Metadata can be classified in one file, formatted and be ready-to-air in a few simple steps. The interface is simple and user friendly and comes with a 24/7/365 customer support from ZAPPME and Tata Communications.

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About ZAPPME Media & Entertainment

ZME (ZAPPME Media & Entertainment) is a media and technology consultancy company, started in December 2009 with a strong focus on the Asia-Pacific region. The company has operations in Mumbai, Delhi and a network of consultants in key cities in India.

Besides Pradeep Prabhu, the co-founders include Johnjit Ahluwalia, an established technocrat credited with designing the first HD ready news channel in India, Vynsley Fernandes, an established technocrat in the Indian broadcast media industry and Azeem Zainulbhai, a former private equity professional.

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 operators 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)
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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;

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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, updates or alters its forward-looking statements.

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