

For immediate release

Media Alert

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Tata Communications announces the first challenge in the F1[®] Connectivity Innovation Prize to extract and present new information from Formula One Management's live data feeds

In partnership with Formula One Management, Tata Communications announces the first challenge for the USD \$50,000 F1[®] Connectivity Innovation Prize

LONDON – July 2nd 2014 – [Tata Communications](#), a leading provider of A New World of Communications™, today announced the details of the first of three challenges for the F1[®] Connectivity Innovation Prize. The USD \$50,000 F1[®] Connectivity Innovation Prize is a Tata Communications' initiative that is open to all. This global platform will engage international brainpower to solve three technology challenges against the white heat of innovation that defines Formula 1[®] racing.

The challenge announced today in the lead-up to the 2014 FORMULA 1 SANTANDER BRITISH GRAND PRIX is to demonstrate new and insightful information that can be derived from Formula One Management's live data feeds. Additionally, it also calls upon the contenders to create a new visual package for this new information in order to add suspense and excitement to the audience experience.

Tata Communications' intention with the first challenge in the F1[®] Connectivity Innovation Prize is to inspire entrants to creatively apply analytical and information technology solutions to enhance entertainment and insight into the sport. The challenge provides the scope for entrants to not only define the data form, but also visualise it for application in any form, ranging from TV graphics to an additional data page to complement the information that is currently presented by Formula One Management to F1[®] teams, the media, guests of the Formula One Paddock Club™ and the consumers via Formula1.com and the Official F1[®] app.

The judging panel, made up of Formula One Management's CTO, **John Morrison**; 2008 FIA Formula One™ Drivers' World Champion and MERCEDES AMG PETRONAS Formula One™ Team driver, **Lewis Hamilton**, Lewis' 2014 World Championship-leading team Executive Director (Technical), **Paddy Lowe**; Tata Communications' Managing Director of F1[®] Business, **Mehul Kapadia** and former F1[®] driver and Sky Sports F1[®] expert commentator, **Martin Brundle**, all share a reliance on Formula One Management data from a variety of different perspectives and will be evaluating submissions based on a number of key criteria defined in the entry guidelines.

The challenge will require entrants to demonstrate both their creative flair and technical knowledge in their submission and provide a compelling vision. A full brief for the first F1[®] Connectivity Innovation Prize challenge can be downloaded from the Tata Communications' [F1[®] Connectivity Innovation Prize website](#).

John Morrison, Chief Technology Officer of Formula One Management, said, "It is undoubtedly the case that a wealth of predictive information about proposed race strategy and current car performance can be derived from the session timing information. We are looking for a mechanism to choose specific parameters, produce the calculations and display this information in an exciting and innovative way. Obviously a mechanism to continuously update this information as the race weekend unfolds is a major part of the challenge."

In relation to the announcement of the details of the first challenge, Lewis Hamilton said, "I live by the data screens during the live track sessions. A \$50,000 prize fund demands creative solutions and I for one will take a very personal interest in proposals that show additional analysis and create new information."

Julie Woods-Moss, Chief Marketing Officer, CEO of Nextgen Business, Tata Communications said, "The sport is now in an era where there are more data sources available than ever before. This first challenge gives creative minds the world over an opportunity to apply their passion and imagination in the quest to bring innovation and bold thinking to Formula One Management's data presentation."

The second challenge will be announced before the FORMULA 1 GRAN PREMIO D'ITALIA 2014 with the third and final challenge announced on the eve of the 2014 FORMULA 1 UNITED STATES GRAND PRIX.

Tata Communications is a Technology Supplier of Formula 1[®] and provides Formula One Management with world-class connectivity to all 19 Formula 1[®] race locations over its global network, the largest in the world. It also provides hosting and content delivery services to Formula1.com, which is accessed by tens of millions of fans around the globe. This innovative collaboration positions Tata Communications corporately as a Technology Supplier of Formula 1[®] with category exclusive designations as Official Connectivity Provider of Formula 1[®] and Official Web Hosting and Content Delivery Network Provider of Formula1.com.

As the Official Managed Connectivity Supplier for MERCEDES AMG PETRONAS Formula One™ Team, Tata Communications also supports the data transmission over its global networks to keep Lewis Hamilton and Nico Rosberg at the leading edge of the championship.

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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, 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 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 part 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.