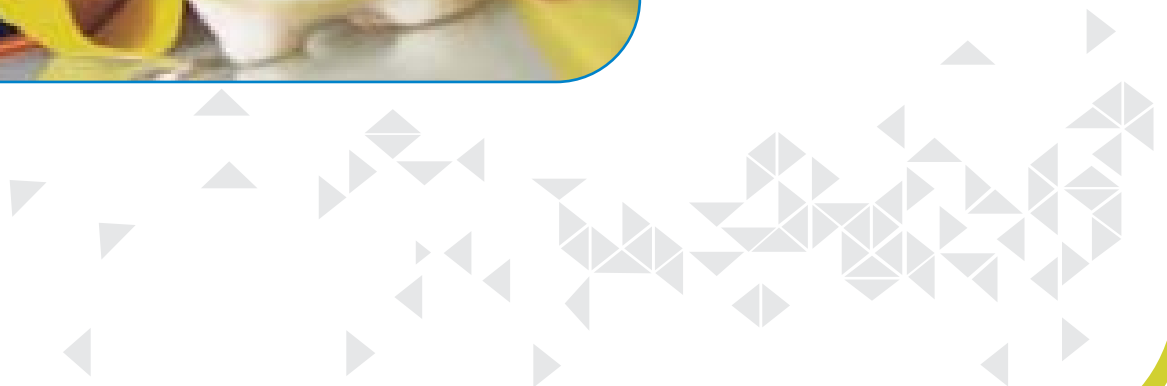


Global Dedicated Ethernet Service

Leading Multinational Bank



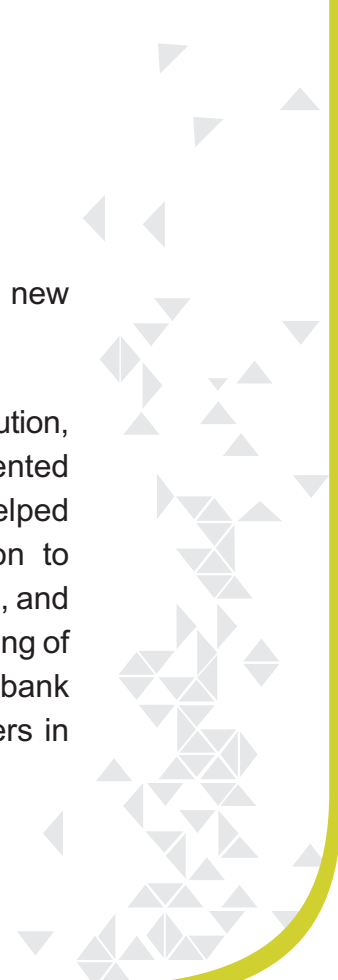


Tata Communications' Dedicated Ethernet Helps International Bank Instantly Scale

A rapidly expanding, multinational banking firm needed to reduce costs and improve flexibility to keep pace with a changing economic environment. The bank operated a 15 location, Layer 3 network within India and needed a more cost-effective option for international connectivity to US and UK. The cost to increase the Layer 1 service, however, would have doubled costs and delivered more bandwidth than the bank needed. Tata Communications and several

competitors were considered for a new Ethernet installation.

By quoting a more cost-effective solution, and the ability to offer unprecedented flexibility, Tata Communications helped the bank install links from London to Frankfurt, from Frankfurt to Mumbai, and from Hyderabad to Singapore. Timing of the new solution was perfect as the bank needed to connect new data centers in Frankfurt and Singapore.





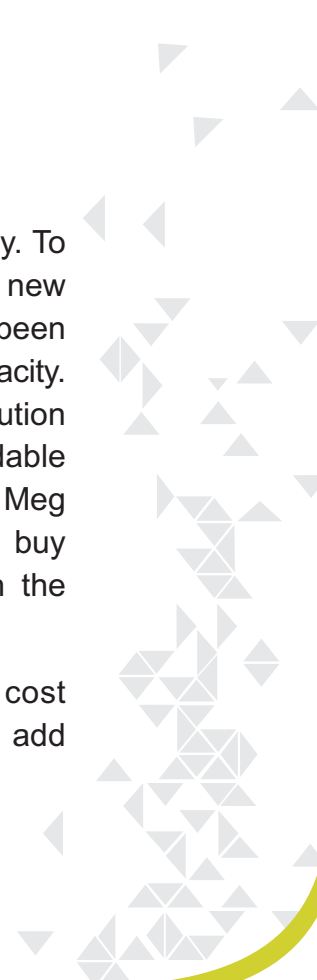
Limited IPLC Infrastructure

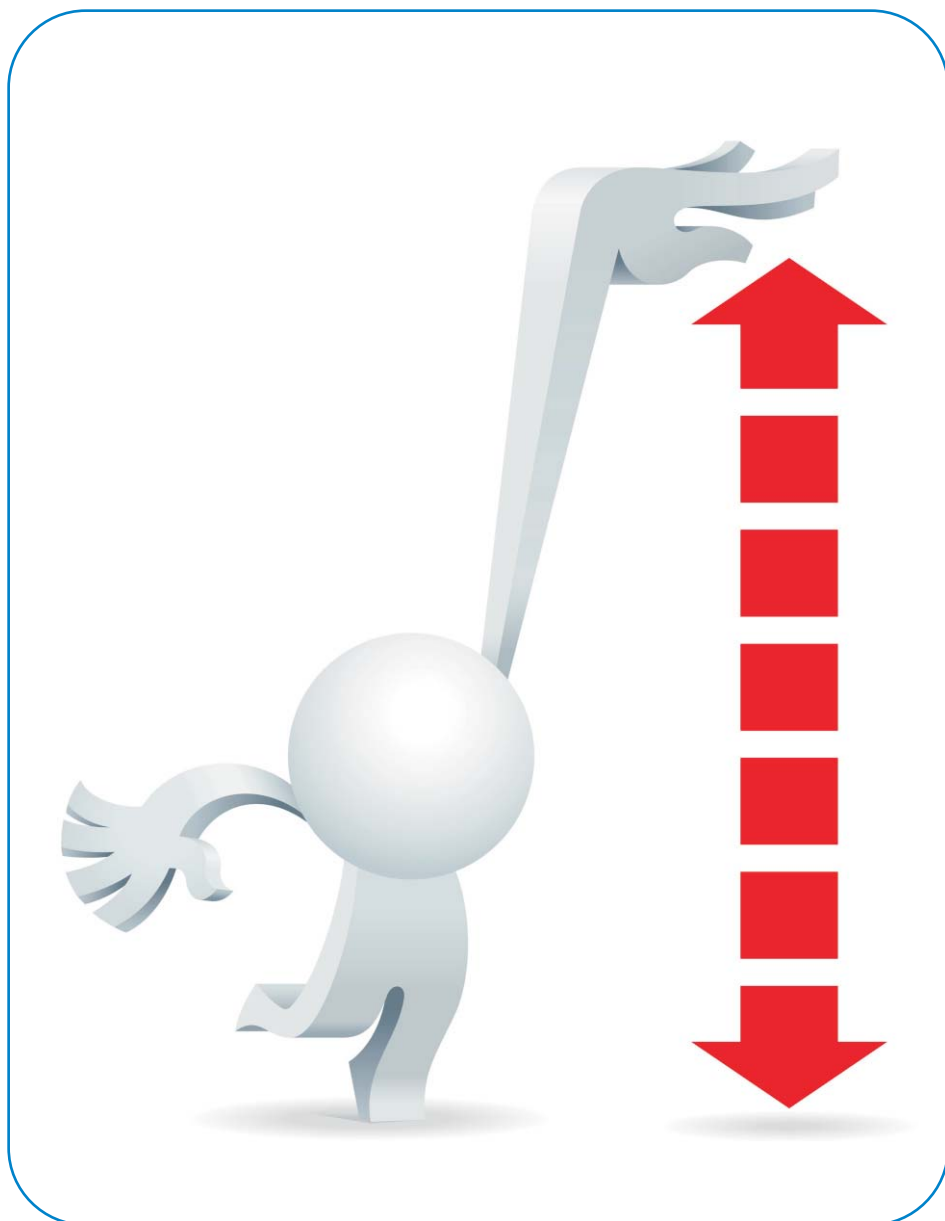
The bank's existing IPLC infrastructure lacked a cohesive design. Multiple vendors and diverse solutions had been patched together, creating a web of systems. When the opportunity arose to redesign the network, Tata Communications was chosen to create an infrastructure that would fulfill technical expectations, while delivering a configuration corresponding to the bank's aspirations for rapid growth.

Compared to Private Lines, Tata Communications' Global Dedicated

Ethernet provided greater scalability. To accommodate the bank's growth, a new Ds3 or STM-1 system would have been required to accommodate rising capacity. Tata Communications' Ethernet solution provided the bank with a more affordable way to increase bandwidth in 2 Meg increments, rather than having to buy larger amounts of bandwidth than the bank needed up front.

This delivered a tremendous cost savings while allowing the bank to add more megs gradually.





Instant Scalability

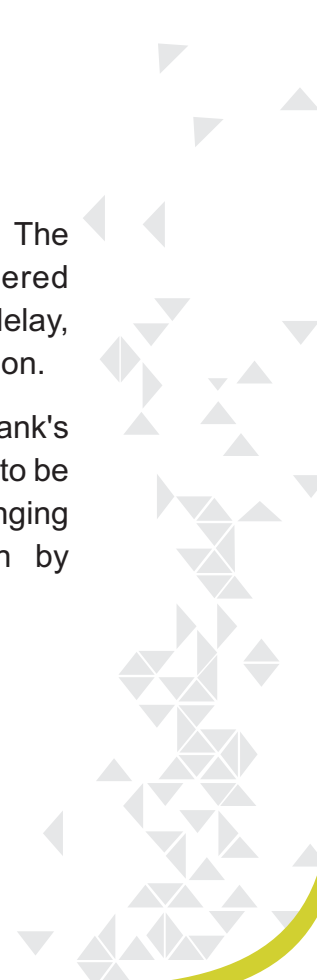
The bank originally ordered three, 50 meg links. During the planning meeting, Tata Communications discovered that the bank might soon require more bandwidth so a GigE interface was installed to easily accommodate growth beyond 100 meg.

Within a month of placing the original Ethernet order, the bank needed to upgrade a link to 200 meg. Leveraging the installed GigE interface,

Tata Communications' insight immediately paid dividends when the bank quickly

upgraded one link to 200 meg. The additional bandwidth was ordered installed, and provisioned without delay, providing an instantly scalable solution.

Ethernet's flexibility reduced the bank's total costs and allowed the network to be adjusted quickly to handle the changing internal requirements brought on by rapid expansion.





End-to-end Service through the unique Enterprise SLA Option

The bank also purchased Tata Communications' Enterprise SLA Option for its customer premise to customer premise monitoring and service guarantees. The Enterprise SLA Option provided an enhanced SLA and improved management, delivering peace of mind knowing that a single provider was responsible for the end-to-end links. A link to a customer-friendly web portal was also provided so the bank could monitor the performance its own circuits.

Tata Communications' existing relationship with the bank sealed the deal. With extremely high marks in the bank's rating

system, Tata Communications was already known for continued successful operations and responsiveness. Although installation issues can be tricky, Tata Communications' Local Access Group worked directly with bank engineers to provide the right interface and to coordinate delivery and installation from Tata Communications' point of presence (PoP) to their premises. "The Tata Communications team stayed engaged until the circuits started working without issues, said the bank's IT Director. They were actively involved throughout the installation process and made sure the project stayed on track and on schedule."





The Bank's IT Challenges

- Outdated IPLC lines
- Lack of flexibility to increase bandwidth as needed
- Non-cohesive network design
- Multiple vendors and complexity
- Increasing cost of ownership with network

Why the International Bank Chose Tata Communications

- Innovative solution design with Point to Point configuration, Choice of ring protected or unprotected circuits, transparent pipe, GigE interface installed for instant scalability.
- Ability to purchase bandwidth "as-needed"
- Significant cost savings compared to existing Layer 1 options
- Enterprise SLA option offering best-in class SLA parameters and 24X7 circuit performance portal
- Extremely flexible design allowing the bank to quickly respond to changes
- Deep fiber reach to anywhere within India and wide global reach for any future international expansion
- Quality assured with the MEF 9 and 14 Certified Ethernet Service



Looking Ahead

The bank was delighted with Tata Communications' responsiveness—both during and after installation. Because of the success of the Ethernet operations, the bank has ordered DSL services for 23 additional locations and 12 sites in South America have ordered Ethernet services.

“We are extremely pleased with the reliability and stability of Tata Communications' Ethernet circuits,” said Vendor Management VP, Multinational Bank. “Tata Communications is more than a key telecommunications provider.

They are a trusted partner who helps us make the right decisions about international connectivity, as we expand operations globally.”

- Vendor Management VP, Multinational Bank

TATA COMMUNICATIONS

TAKING YOU FARTHER™



For more information on Global Dedicated Ethernet,
visit www.tatacommunications.com//enterprise/network/ethernet.asp

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Tata Communications, a member of the \$62.5 billion Tata Group, is a leading global provider of a new world of communications. The emerging markets communications leader leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national and Indian enterprises, service providers, and Indian consumers. Tata Communications' range of services include transmission, IP, converged voice, mobility, managed network connectivity, hosting and storage, managed security, managed collaboration and business transformation for global enterprises and

network, with connectivity to more than 200 countries across 300 POPs, and more than 1 million square feet of data center and co-location facilities. Tata Communications' unique emerging market depth and breadth of reach includes a national fiber backbone network and access to network in over 60 cities and 125 POPs in India, strategic investments in South African converged services operator, Neotel, Sri Lanka and Nepal and, subject to fulfillment of conditions precedent, a 50% ownership in China Enterprise Communications (CEC) providing full country VPN coverage in China. Servicing customers from its offices in over 80 cities in 40 countries,

India, the Company was named "Best Wholesale Carrier" at the World Communications Awards in 2006, "Best Pan-Asian Wholesale Provider" at the 2006 and 2007 Capacity Magazine Global Wholesale Telecommunications Awards and was awarded "Best Progress in Emerging Markets" at the 2008 Mobile Communication Awards. 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