

*BrandSensitize™ – Brand Research Desk*

### **Borderless Connectivity, Built for Outcomes**

As a brand, Tata Communications is a Global digital ecosystem enabler supporting hyperconnected enterprises in over 190 countries with a unified Digital Fabric that transforms complex infrastructure into secure, outcome-driven experiences.

Brand built on trust and execution: customer-first reliability and measurable value, sustainability by design (Net Zero 2035), and partner-led innovation that scales.

Global provider of wholesale voice and submarine bandwidth services.

#### **Launch of the Reimagine Strategy.**

A global leader in digital ecosystem solutions via a Digital Fabric.

Market Cap exceeded INR 50,000 crore (USD 5.6 billion).

Tata Communications is added to the MSCI Standard Index.

From mission-critical networks to AI-ready platforms, Tata Communications helps enterprises move faster, operate more securely, and scale smarter.

Over the past year, Tata Communications has taken significant steps to become a global leader in communications technology. From cloud-first innovations to intelligent networks, from immersive media solutions to sustainable connectivity.

Tata Communications' Digital Fabric aims to create hyperconnected ecosystems by smoothly integrating multiple layers—Network Fabric, Cloud Fabric, Interaction Fabric, and IoT Fabric.

#### **What defines Tata Communications**

- Customer-first engineering: Built for reliability, low latency, and always-on experiences worldwide.
- Platform mindset: Unified fabric for network, cloud, security, collaboration, media, and IoT—managed as a single system.
- Partner ecosystem: Strong alliances with hyperscalers and security leaders to speed up time to value.
- Operate-to-transform: Managed services that simplify today and free capacity to innovate tomorrow.



- Tata Communications also offers end-to-end managed services for video contribution, production, distribution, and monetization — designed to meet the needs of broadcasters, content owners, and sports rights holders in the media landscape.
- 2B+ sports fans connect worldwide through Tata Communications content distribution services.
- Managing distribution for 3,000+ TV channels globally.
- 15,000+ Hours of edge streaming.

### **Financial highlights**

- Consolidated revenue from operations reached ₹23,109 crore (approximately USD 2.63 billion), up 11.2% year-over-year; data revenue increased by 13.7%, and digital portfolio revenue surged by 29.5% year-over-year.
- Net debt/EBITDA ended at 2.06x, below the 2x target.
- EBITDA margins for FY 24-25 held steady at 23.3%.

### **Growth engines**

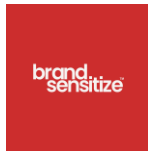
- Fabrics momentum: IoT +41.6% YoY, Next-Gen Connectivity +13.4% YoY, Cloud +10.5% YoY, Interaction +51.9% YoY (aided by Kaleyra), and Media +4.1% YoY.
- Data now makes up 84% of total revenue; the digital portfolio includes 47% of data and has been growing at a 21.4% CAGR since FY19–20.

### **Platforms, Cybersecurity, and AI**

- The newly introduced brand of "Tata Communications Vayu" is an AI-powered cloud infrastructure built to transform enterprise IT. A Future-Ready Cloud provides a unified, purpose-driven architecture designed to address rising cloud costs, the complexities of multi-cloud environments, and the growing need for AI infrastructure.
- Tata Communications Vayu enables enterprises to unify IaaS, PaaS, AI platforms, security, cloud connectivity, and services into an AI-powered cloud fabric designed for multi-cloud and AI workloads.
- Cybersecurity Solutions – Achieving Cyber Resilience. Tata Communications' integrated cybersecurity portfolio—covering network, cloud, and endpoint security, along with advanced threat intelligence—enables organizations to proactively manage evolving digital risks.

### **Strategic moves**

- Portfolio realignment accelerated by monetizing Ambattur land and divesting from non-core assets (Payments, NetFoundry) to redirect capital toward higher-margin digital opportunities.



- Integrations (Kaleyra, The Switch) are approaching a critical synergy inflection point; the order book is diversified, with 290 million-dollar Club customers and 16 new additions this year.

### **Network As a Service Capability**

- Tata Communications, as a brand, provides an integrated Network as a Service with IZO™ Multi Cloud Connect and IZO™ Multi Cloud Network to deliver multi-cloud connectivity into customers' existing enterprise architecture. This integration improves operational efficiency and provides global connectivity for users.
- UCaaS across global Multi-Cloud (Rapide), and the World Athletics 2025–2029 production partnership.

### **Sustainability and people**

- Net Zero 2035 on track: 9.8 million kWh energy saved, 34% renewable energy, 36,734 KL water recycled, and 516 tons of waste diverted; CSR spend of ₹24.08 crore benefitted over 800,000 people with 101,533 volunteer hours.
- NPS of 82, with 13,047 employees and 25.5% women in junior management, highlights customer trust and inclusive growth.

### **Signals of momentum**

- European expansion through new collaboration hubs and customer innovation centers.
- Steady investment in SASE, cloud adjacency, and media platforms.
- Trusted by global enterprises for regulated, low-latency workloads.

### **Brand takeaway**

Not just pipes—platforms. Not just services—results. Tata Communications is the quiet force behind experiences customers expect and enterprises depend on.

Which lever will shift the needle fastest in FY25–26—AI-powered cloud infrastructure, SASE at scale, or IoT platforms integrated with private 5G?