



HQ/CS/CL.24B/17193
August 19, 2021

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Mumbai – 400 051
SYMBOL: TATACOMM

BSE Limited
P.J. Towers, Dalal Street,
Mumbai – 400 001
Scrip Code: 500483

Dear Sir / Madam,

Sub: Press Release – Infographic - Get ready for a digital-first future: Lessons from the Digital Trailblazers.

This is further to our letter bearing reference no. HQ/CS/CL.24B/17191 dated August 16, 2021 regarding a press release titled “90% enterprises yet to achieve digital-first goals; Cyber security emerges as most critical”.

We attach herewith an infographic being issued today in connection with the aforementioned press release.

Kindly take the same on your records.

Thanking you,

Yours faithfully,
For Tata Communications Limited

Zubin Adil Patel
Company Secretary and
Compliance Officer

Get ready for a digital-first future: Lessons from the Digital Trailblazers

Digital transformation has reached warp speed over the past year. Covid-19 has forced companies to take digital maturity seriously in order to ensure their survival.

However, at the top end of the digital maturity curve, a small number of firms are not just prepared to survive in a post-pandemic world - they are set to thrive, too.

A new global survey of C-suite executives by Tata Communications reveals an advanced group of digitally mature organisations that have primed themselves for success through a digital-first mindset, a hyperconnected enterprise and a focus on trust.

Who are the digital trailblazers?



DIGITAL TRAILBLAZERS are the 10% of global firms that have developed an advanced digital-first operating model

52% of global firms, who we call **DIGITAL MIGRATORS**, have made significant progress, but still need to digitalise parts of their operating model

38% of global firms are still at an early stage in digitalising their operating models. We call these firms the **DIGITAL ASPIRANTS**

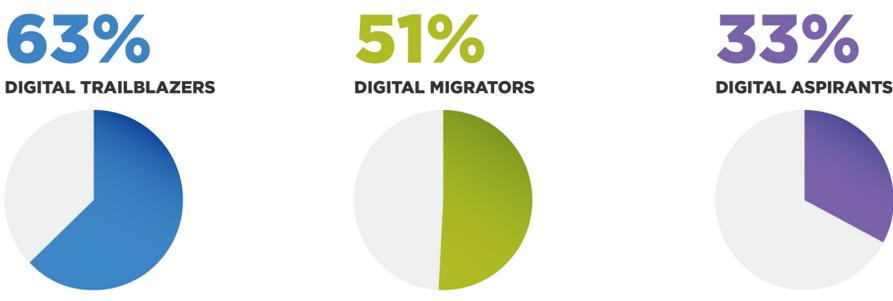
“It’s very difficult, if not impossible, to drive productivity and sustainability if you’re not taking advantage of the capabilities that digital brings.”

Que Thanh Dallara, CEO, Honeywell Connected Enterprise

Reaping the rewards from digital maturity

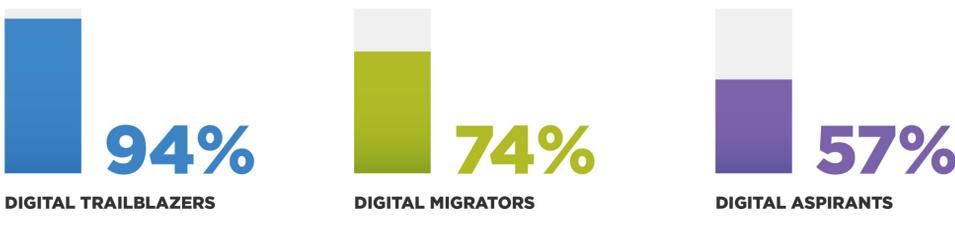
The **TRAILBLAZERS’** revenue is growing faster than the rest

Proportions of firms that have experienced revenue growth in 2020:

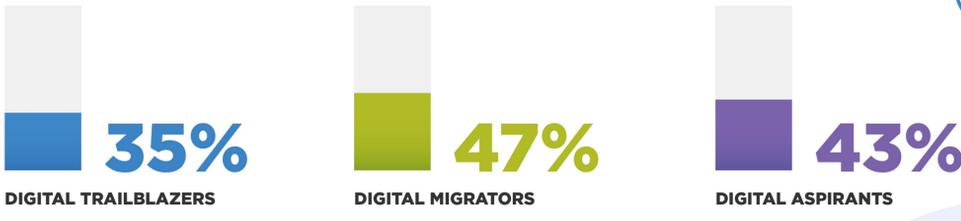


Digital maturity also boosts firms’ confidence in a crisis, as they edge out competitors through innovation

Proportions of firms that are confident in their ability to continue business as usual in the face of disruption:



Proportions of firms that struggled to innovate in 2020 as a result of the pandemic:



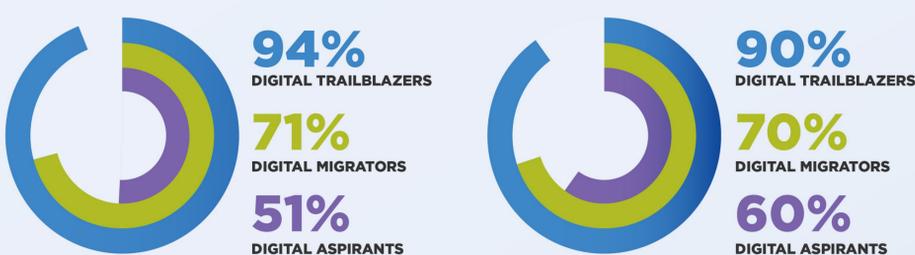
What are the **TRAILBLAZERS** doing differently?

1. Their digital estate allows for effective collaboration

Digital maturity enhances business agility and the customer experience

They have an agile operating model”

They deliver successful customer and partner experiences



2. They are hyperconnected

The **TRAILBLAZERS’** connectivity ensures seamless experiences across their value chain

They enable our workforce to work productively from anywhere



They connect stakeholders to drive productivity



3. They foster trust through secure systems

Not only do **TRAILBLAZERS** fend off potential breaches, they engender trust for the whole ecosystem

Their workforce can access apps and data securely from any location



They establish secure and trusted interactions with partners



“[Being digital-first] is about offering a different experience to our guests. It’s about speed, it’s about efficiency, it’s about staying relevant.”

Duncan O’Rourke, Chief Executive Officer, Accor Northern Europe

