

For immediate release

PRESS RELEASE

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Tata Communications launches mobile LNS

Mobile local number service (LNS) gives cloud communication providers and mobile operators the opportunity to develop new business models, offering high-quality voice and SMS delivery

London – November 20th 2014 – [Tata Communications](#), a leading provider of A New World of Communications™, today launches mobile LNS. The new service enables OTTs and cloud communications companies to open their communication ecosystem to telecommunication services such as voice calls and text messages, by assigning dedicated local numbers to their customers in countries of their choice. This allows the OTT's customer's contacts or employees in those countries to call and text the customer using a local number - significantly reducing the cost to the contact or employee. It also gives mobile operators a new revenue stream from leasing mobile phone numbers, offering growth opportunities to the entire mobile ecosystem.

Mobile LNS has the benefits of traditional LNS plus voice and text capable phone numbers. This means OTTs and cloud communication providers can integrate voice calls and text messages into online services such as Unified Communication apps, social networking services and instant messaging accounts. Thanks to Tata Communications' global IP network and international voice leadership, online platforms, social networks and VoIP providers can now add low-cost international voice calls and SMS to their offerings. Overseas callers simply dial or text a local number; the call or message is then delivered to the provider's platform using Tata Communications' global IP Network, and sent to the device of the person they dialled. As the calls and texts use carrier networks, the service brings with it higher quality and reliability of voice calls. Global enterprises can also benefit from mobile LNS through centralised helpdesks using the service to allow international employees to call and text at local rates.

Christian Michaud, Senior Vice President Product and Business Strategy, Global Voice Solutions at Tata Communications says, "OTTs and cloud communications companies need a better way to get local mobile numbers than by going operator-to-operator. Thanks to our relationships with over 1,600 service providers, mobile LNS enables cloud communication providers and mobile operators to enter new markets and scale quickly and efficiently. It also enables greater enhancement to apps or platforms, giving end-users better options and higher quality voice calls and SMS."

Mobile LNS provides a turnkey solution, enabling online platforms to add value through high-quality call and text services. This is possible thanks to Tata Communications' partnerships with access services suppliers and partners in more than 100 countries. It also means that mobile LNS offers a streamlined path to accessing international markets, and expanding the reach of applications.

Tata Communications is the leader in international voice, offering HD voice and VoLTE on all-IP network. 70% of the world's mobile network operators use Tata Communications' network to connect. Its fibre network is the only [wholly-owned sub-sea network to circle the globe](#), connecting over 240 countries and territories.

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About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) along with its subsidiaries (Tata Communications) is a leading global provider of A New World of