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PRESS RELEASE

Tata Elxsi extends alliance with Airtel to deliver an engaging digital platform on Internet TV

Bangalore, September 14, 2018: Tata Elxsi today announced that it has extended its partnership with Airtel's DTH service arm – Airtel Digital TV, to deliver an engaging digital platform for customers. As part of this, Tata Elxsi will build the application software for the company's innovative hybrid set-top-box, Internet TV.

Continuing on the success of the existing partnership between the two companies for Internet TV, the alliance will enable the companies together to enhance customer's digital experience on their television sets.

"We are working together to innovate next generation experiences for subscribers. We see exciting future possibilities with technologies such as AI, multi-modal interfaces such as voice and gesture, and seamless access to content - both online and offline. Tata Elxsi is delighted to expand our relationship with Airtel and bring the benefits of this alliance to Airtel's subscribers," said Mr. K P Sreekumar, VP and Head of Broadcast Business at Tata Elxsi.

Mr. Sunil Taldar, CEO & Director - DTH, Bharti Airtel said, *"We are happy to strengthen our partnership with Tata Elxsi as we continue to delight customers with our innovative hybrid DTH set-top-box – 'Internet TV' which brings together the best of online content and linear TV on one platform to bridge the gap between online and offline world for TV users."*

Tata Elxsi is showcasing latest innovations in Digital TV and OTT at IBC 2018, Amsterdam this year.

Airtel is a leading Direct-To-Home (DTH) paid TV service provider in India and offers services under the Airtel TV brand. It enjoys the following of over 14 million subscribers across India.

Meet Tata Elxsi's team at IBC 2018, Booth 5.B26, RAI, Amsterdam, to learn how we help operators, media houses and media technology companies to execute their digital transformation strategy. Experience solutions across IoT, Automation, Network Transformation, Artificial Intelligence (AI), IP based video delivery and more.

About Tata Elxsi

Tata Elxsi is a global design and technology services company and a part of the \$100+ billion Tata Group. Tata Elxsi works with leading MSOs, content providers and studios to develop innovative services and applications that create subscriber stickiness and drive revenue growth. This is backed by over 25 years

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of design and engineering experience and deep specialization in video and OTT engineering and service delivery, a global delivery presence and offshore development centers in India.

For more information, please visit www.tataelksi.com

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