



Tata Communications Unveils Bold, New Corporate Brand Identity: “Together, limitless”

Descrizione

COMUNICATO STAMPA “CONTENUTO PROMOZIONALE”

The new identity is deliberately purpose-led “aligning employee experience, customer engagement and commercial strategy under a single, unified narrative”

MUMBAI, India, Feb. 18, 2026 /PRNewswire/ “Tata Communications, a leading global communications technology player serving 300 of the Fortune 500, today unveiled “Together, limitless”, a new brand identity and global positioning, marking another defining moment in its 24-year journey. This is a strategic milestone designed to enhance differentiated competitiveness, underscore long-term momentum, and anchor the company’s leadership in the new intelligent age.

“Together, limitless” expresses the company’s belief that the greatest progress is achieved when expertise, platforms and partnerships come together to create outcomes that extend beyond traditional boundaries.

“Our customers trust us because of the deep expertise we bring and the commitment with which our people deliver every day,” said A.S. Lakshminarayanan, MD & CEO, Tata Communications. “That passion defines who we are. Today, we are evolving into a more integrated, future-ready company. “Together, limitless” reflects this new Tata Communications “grounded in trust, driven by transformation, and focused on enabling our customers to achieve more than ever before.” The new positioning comes at a time when enterprises are fundamentally rearchitecting how they operate in increasingly complex hyperconnected ecosystems, while navigating rising expectations around speed, resilience, security and accountability. For Tata Communications this mirrors its own transformation: expanding global presence, deeper customer partnerships and a sharper focus on long-term value creation.

“Over the years, our relevance to customers has grown alongside their ambitions,” Lakshminarayanan said. “We have now entered a new phase of transformation “strengthening our capabilities across products, sales and marketing, and operations. Our Digital Fabric is helping

organisations simplify complexity and accelerate innovation. Our new brand promise reflects our ambition to play a bigger role in our customers's growth journeys.

At its core, "Together, limitless" defines how Tata Communications works with customers, partners and shareholders. Enterprises today operate in an environment of growing complexity with expanding technology stacks, accelerating innovation cycles and rising expectations around resilience, security and speed. Through extensive customer listening, Tata Communications identified a defining tension: too much noise in the technology landscape and a growing need for clarity, integration and trusted partnership.

"Together, limitless" isn't just a tagline we are finally putting to words what we have believed in and how we have worked for years," shared Sumeet Walia, Executive Vice President & Chief Business Officer, Tata Communications. "Our customers come to us with ambition: to grow faster, operate smarter and compete globally. They're looking for clarity, confidence and partners they can trust. "Together, limitless" is our commitment to work side by side with our customers, combining our platforms, expertise and people with their vision, refusing to accept limits on what's possible." The launch also brings Tata Communications's first television and digital brand campaign, developed in partnership with McCann. The creative mirrors the modern technology environment busy, noisy, and crowded before revealing the calm, clarity and momentum that come from thoughtful orchestration.

"Companies today don't need more technology they need better integration," said Stephen Meade, Executive Vice President Corporate and B2B, McCann. "This campaign reinforces Tata Communications as the partner that brings clarity to complexity, helping enterprises realise technology's true promise."

To watch the Brand Film, visit our website <https://www.tatacommunications.com/>

About Tata Communications

A part of the Tata Group, Tata Communications (NSE: TATACOMM) (BSE: 500483) is a global digital ecosystem enabler powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. For more information, please visit www.tatacommunications.com

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