

Tata Communications: Emerging Markets Growth Strategy

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PROBLEM:
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Tata communications needs a second home market outside India.
In the global market with entrenched leaders our reputation is still young. Outside of India, Tata Communications lacks deep in-country infrastructure, making it less competitive for networks requiring many sites in each country.

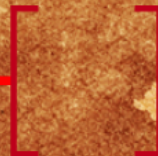
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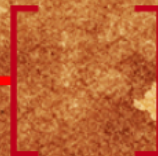
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PROBLEM (2):

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The lack of infrastructures outside India makes it extremely difficult to attract large MNCs; thus, it is complicated to establish durable **business-to-business** relationships.

B2B relationships build a huge part of the telecommunications revenues: the enterprise wireless market is estimated to grow over 5% per year until 2017.

The image features a background of aged, textured paper with various shades of brown and tan, showing signs of wear and discoloration. A large, thick orange circle is centered on the page. A horizontal red bar crosses the center of the circle, containing the text "Thecasesolutions.com" in white, bold, sans-serif font.

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The image features a background of brown, textured paper with several irregular, darker brown patches. A large, bright orange circle is centered on the page. A dark red horizontal bar is positioned across the middle of the circle, containing the text "Thecasesolutions.com" in white, bold, sans-serif font. A solid red horizontal bar extends from the right edge of the dark red bar across the entire width of the image.

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