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November 4, 2025

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 - Tata Communications and Footballerista Team Up with Real Madrid CF to Bring Madridista Loyalty Programme and Supercharge Fan Experience in India

Please find attached herewith the press release on the captioned subject being issued today.

Kindly take the same on your records.

Thanking you,

Yours faithfully,
For Tata Communications Limited

Zubin Adil Patel
Company Secretary and Compliance Officer

TATA COMMUNICATIONS

Tata Communications Limited

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PRESS RELEASE

Tata Communications and Footballerista Team Up with Real Madrid CF to Bring Madridista Loyalty Programme and Supercharge Fan Experience in India

Mumbai, INDIA and Madrid, SPAIN, 4 November 2025 — [Tata Communications](#), a leading global communications technology company, together with [Real Madrid CF](#), one of the world's most prestigious football clubs, and [Footballerista Mobile \(Suisse\) AG](#), a platform connecting sports legends and fans through unique experiences, have joined forces to exclusively launch and drive adoption of 'Madridista Premium' loyalty programme in India. This initiative aims to engage more than 22 million fans and 11 official fan clubs across the country.

Through this collaboration, fans in India will have a unique opportunity to get closer to the iconic club and enjoy all the benefits that come with being part of the Madridista community as a Premium fan.

The prestige of a club like Real Madrid, combined with the digital and local expertise of Tata Communications and Footballerista, will ensure that the Madridista Premium experience is not only accessible but also deeply personal for every fan.

Real Madrid will extend its renowned digital ecosystem to offer their fans in India an enhanced and personalised Madridista Premium experience, reinforcing its commitment to building a stronger global community and nurturing the football culture in one of the sport's fastest-growing markets.

Tata Communications will play a central role in making this vision a reality. With its digital fabric of solutions providing the backbone for an always-connected experience and [Tata Communications MOVE™](#), the company will ensure seamless communication and provide channels that connect fans directly with the club. Footballerista as a customer-facing provider of Tata Communications MOVE™, will further enrich this experience with its front-end fan engagement journey and orchestrated campaigns built to onboard and nurture subscribers.

The collaboration will enable more than just a loyalty programme. This will create a gateway for Indian fans to feel part of a larger movement: the Madridista movement. Real Madrid's exclusive emotional content, curated merchandise, and meaningful local engagement are now closer to Indian fans than ever before.

Commenting on the partnership **Emilio Butragueño, Institutional Relations Director of Real Madrid CF, and legend of the Club said:** "With Tata Communications, we're proud to bring the spirit of the Bernabeu to India. This partnership isn't just about digital innovation — it's connecting Real Madrid to its Indian fanbase that goes beyond traditional fandom."

Marco Bijvelds, Vice President and Global Head of Tata Communications MOVE™ added: "Our technology is designed to break down barriers and create connections. With Footballerista and Real Madrid, we're changing the game from just providing a service; our digital fabric of solutions is building a stage for Real Madrid's fan experience in India. This is about making fans feel even more connected to their beloved team, supporting them from afar."

For more information about the Madridista Premium programme in India, visit <https://youlovesport.in/>

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About Real Madrid CF

Real Madrid CF is the most successful football club in the world. With 15 European Cups, 36 National Leagues, 20 Spanish Cups and the Best Club of the 20th Century FIFA Trophy among other achievements. The sport performance and prestige goes beyond with the activity developed by Real Madrid Foundation, the vehicle to demonstrate through its social action, Real Madrid's commitment towards solidarity, to protect and conserve the club's historical heritage, to promote the inherent values embodied in sport as its main asset, to encourage the comprehensive education of children and teenagers, as well as promoting the social inclusion of the most vulnerable members of society.

About Footballerista

Footballerista, a Switzerland-based company, is bringing exclusive technologies and digital content to markets, to reshape how businesses connect with audiences to make every interaction memorable. Global connectivity in combination with digital content like Madridista by Real Madrid leads to new fan experiences. Focussed on high-demand areas like mobile wireless connectivity and digital content, we are setting new standards with our ready-to-go turnkey technical solution to bring themed content

directly to the fan. Footballerista is the global market enabler for sport clubs and sponsors to connect all elements as a self-propelled turntable. The majority of Footballerista belongs to well-known athletes from various disciplines uniting the world of sports.

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



Forward-looking and cautionary statements

Certain words and statements in this release concerning Tata Communications and its prospects, and other statements, including those relating to Tata Communications' expected financial position, business strategy, the future development of Tata Communications' operations, and the general economy in India, are forward-looking statements. Such statements involve known and unknown risks, uncertainties and other factors, including financial, regulatory and environmental, as well as those relating to industry growth and trend projections, which may cause actual results, performance or achievements of Tata Communications, or industry results, to differ materially from those expressed or implied by such forward-looking statements. The important factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements include, among others, failure to increase the volume of traffic on Tata Communications' network; failure to develop new products and services that meet customer demands and generate acceptable margins; failure to successfully complete commercial testing of new technology and information systems to support new products and services, including voice transmission services; failure to stabilize or reduce the rate of price compression on certain of the company's communications services; failure to integrate strategic acquisitions and changes in government policies or regulations of India and, in particular, changes relating to the administration of Tata Communications' industry; and, in general, the economic, business and credit conditions in India. Additional factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements, many of which are not in Tata Communications' control, include, but are not limited to, those risk factors discussed in Tata Communications Limited's Annual Reports.

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