TCS/PR/SE-102/2017-18

February 15, 2018

National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex
Mumbai
Kind Attn: Manager, Listing Department

BSE Limited
P.J. Towers
Dalal Street
Mumbai
Kind Attn: General Manager,
Department of Corporate Services
Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of the Press Release titled **"TCS Recognized as a Thought Leader in Digital"** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,
For **Tata Consultancy Services Limited**

Rajendra Moholkar
Company Secretary

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Corporate Identification No. (CIN): L22210MH1995PLC084781

TCS Recognized as a Thought Leader in Digital

TCS receives 8 awards at the inaugural Corporate Content Ceremony

LONDON | MUMBAI, February 15, 2018: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has been recognized as a digital and communications thought leader, receiving eight awards at the first ever edition of the Corporate Content Awards last week.

At the inaugural awards ceremony hosted by Communicate Magazine, TCS was presented two gold, five silver and one bronze award for both its industry-leading thought leadership campaigns – #DigitalEmpowers and Generation Direct. TCS was named among a host of other notable winners including BT, Adidas, Rolls-Royce, ASOS, Barclays and BT. The full list of winners can be found here.

The two campaigns – #DigitalEmpowers & Generation Direct – are a reflection of the growing presence and importance of digital technologies in our world, and the impact they are having on businesses, societies and communities. As one of the leading companies driving thoughts and actions on this front, TCS was also named recently in Fortune magazine's Change the World 50 list of companies that have had a positive social impact through activities which are part of their core business strategy.

In its role as a Strategic Partner to the World Economic Forum (WEF), TCS launched #DigitalEmpowers at Davos. The site is an online platform which highlights inspiring examples of technology being used as a force for good, celebrating the crucial role digital technologies play in improving our world. The impact is already being seen worldwide, with technology being used to help women in rural areas of India and Africa learn to read and write, drones helping to save endangered animals and protect forests in Europe as well as using intelligent water systems to preserve one of the planet's most precious resources.

Generation Direct began with the largest ever youth research project, exploring how young people in Europe are using social media to advance their careers, educations and entrepreneurial ventures. More than 5,000 Europeans aged 18-29 from across 15 different countries were surveyed and it revealed how these digital natives are using technology, providing valuable insight for businesses looking for the best talent. The phrase Generation Direct was coined, characterized by this group's instinctive use of technology to circumvent traditional processes when learning, working, starting a business, or expressing themselves. Generation Direct will play an increasingly important role in the workplace and TCS believes organizations must adapt in order to provide the environment that will allow this group to thrive and create the next era of business growth.

Andrew Thomas, Publishing Editor of Communicate Magazine and Founder of the Corporate Content Awards, said: "The inaugural Corporate Content Awards were a fantastic celebration of corporate story telling. It's been a celebration of the stories companies have told, the ways they've told them, and the methods they've used to get their audience's attention. TCS has had great success in the first year of these awards and that is in no small part due to the impact their thought-leading work is having not only on businesses, but wider society and the environment. They certainly have much to be proud of and we look forward to seeing what's next in 2018."

The Marketing and communications division at TCS has won over 50 awards over the past two years and TCS emerged in 2017 as one of the Top 3 most valuable brands in its industry according to Brand Finance.

"In the era of Business 4.0, companies must adopt a change of mindset from optimizing scarce resources to harnessing abundance. One thing we have in deep abundance at TCS is the contextual knowledge of our customer's business to be a strategic partner in their digital transformation journeys. We are always looking to leverage these capabilities to inspire a stronger vision for technology in our customer's growth and transformation, as well as to make our brand and services even more relevant to our multitude of stakeholders. The narrative platforms these Corporate Content Awards have recognized are an important step forward in this direction. " **said Ravi Viswanathan, Chief Marketing Officer at TCS.**

About Tata Consultancy Services Ltd. (TCS)
Tata Consultancy Services is an IT services, consulting and business solutions provider that has been partnering with the world's largest businesses in their transformation journeys for the last fifty years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique, location-independent Agile delivery model, a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 390,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $ 17.6 billion for the year ended March 31, 2017 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. TCS' proactive stance on climate change and award winning work with communities across the world have earned it a place in leading sustainability indices such as the Dow Jones Sustainability Index (DJSI), MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit us at www.tcs.com

To stay up-to-date on TCS news in the UK, follow @TCS_UKI. For TCS global news, follow @TCS_News.

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