TCS/PR/SE-81/2016-17

March 3, 2017

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 named as one of the strongest B2B brands in the UK"** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Suprakash Mukhopadhyay
Senior Vice President and Company Secretary

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For immediate use **PRESS** RELEASE

TCS named as one of the strongest B2B brands in the UK

- Accredited for third year running by leading annual Business Superbrands® list
- Recognised for award winning brand initiatives and industry leading client satisfaction

London I Mumbai, March 3, 2017: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions organisation, has been awarded the Business Superbrands status for the third year in a row, following the most recent evaluation of the long-running annual survey, which has been identifying the UK's leading business-to-business brands since 2001.

The process is managed by The Centre for Brand Analysis (TCBA) and involved a survey of 2,500 individual business professionals across the UK, as well as the independent and voluntary Business Superbrands Council. The two audiences judged nearly 1,500 brands, which they assessed on three key criteria: quality, reliability and distinction.

Shankar Narayanan, Country Head, UK & Ireland, TCS, said: *"We are thrilled to be recognised by Superbrands among such hugely influential brands for the third year running. Through our investment in digital innovation, community engagement and customer service, we continue to build our brand, drive the UK digital economy and strengthen both our – and our customer's – businesses."*

Stephen Cheliotis, Chief Executive of TCBA and Chairman of the Business Superbrands Council, said: *"The reputation of a company can prove to be a real advantage – it isn't just about a brand being well known. With 2,500 business professionals involved in the process, companies that have performed well in the Superbrands survey can take confidence from their achievement. The Superbrand recognition allows you stand out from rivals and demonstrates your ongoing commitment to consistently delivering first class services or products."*

TCS' latest recognition from Superbrands is further testament to its enhanced brand strength. The Superbrands report marks another outstanding year for the TCS brand. It was also announced this month that the company has broken into the list of the Top 3 most valuable brands in the IT Services industry, in an assessment by the world's leading brand valuation firm - Brand Finance. Through sustained growth the company's overall brand value has increased from US $2.34 billion in 2010 (when the first evaluation of the TCS brand was conducted) to US $9.08 billion in 2017.

Jennifer Thomson, Research Director, IT Services at IDC, said: "The TCS brand is being taken seriously in the U.K. and across Europe in terms of its ability to drive business innovation."

TCS has continued to raise its brand profile since initially receiving Superbrands status, by leveraging its digital capabilities and technology expertise. At the World Economic Forum at Davos last month, TCS launched a major brand campaign titled #DigitalEmpowers – highlighting the role of technology as a force for good. The campaign brings together inspiring stories from TCS and its partners demonstrating how technology can help people around the world.

Last year TCS announced a three year partnership with the Virgin Money London Marathon to become the race's Official Technology Partner. 2016 also marked the first ever TCS Digital Fitness Survey of 2,000 British recreational athletes, examining the impact that digital fitness technologies are having on UK's health and fitness.

The annual Innovation Forum in London saw TCS bringing together senior technology executives, researchers, academia and start-up partners, to explore the current dilemmas UK businesses are faced with. The event also looked at how to solve real-world problems with innovative solutions for customers and industry partners.

TCS has also demonstrated innovation by launching the largest ever study of European youth and social media, analysing the transformational impact of social media. The research, titled *Generation Direct*, surveyed a sample of more than 5,000 Europeans aged 18-29 from across 15 different countries.

Considered a key digital employer in the UK, TCS' focus on people is reflected in several recent awards, including being named as a top 10 employer in the UK by the Top Employers Institute earlier this month and winning 'Company of the Year' and the Highly Commended Award in Social Responsibility Project of the Year at the Employee Engagement Awards. TCS was also recognised in 2016 as one of The Times Top 50 Employers for Women in the UK.

TCS believes firmly in not just being a consumer of talent but a creator of it. TCS' *ITFutures* programme - working with teachers, parents, students, industry and NGOs - has reached over 70,000 young people in the UK since 2013, visited 600 schools and even seen two Edinburgh University students win $10,000 in our global coding challenge, CodeVita.

As part of its wider sustainability programme in the UK, TCS also launched Spark Salon in October 2016, a series of three events showcasing innovative and thought provoking new perspectives on the role of technology in helping to create a sustainable world. This involved a wide variety of speakers discussing topics ranging from the refugee crisis to global medical aid, and how technology has helped them to address particular issues.

This year, in order to further engage with communities across the country and celebrate all of its great work across the UK, will see the launch of TCS' UK Twitter feed: @TCS_UKI

About Tata Consultancy Services Ltd (TCS):
Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT, BPS, infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 378,000 of the world's best-trained consultants in 45 countries. The company generated consolidated revenues of US $16.5 billion for year ended March 31, 2016 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. For more information, visit us at www.tcs.com.

For TCS global news, follow @TCS_News.

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