TCS/PR/SE-49/2018-19

July 12, 2018

National Stock Exchange of India Limited
Exchange Plaza
Bandra-Kurla Complex
Mumbai
Fax. No. 2659 8237 / 38
Kind Attn.: Manager, Listing Department

BSE Limited
P. J. Towers
Dalal Street
Mumbai
Fax. No. 2272 2037 / 2272 3121
Kind Attn.: General Manager,
Department of Corporate Services

Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of a Press Release titled **"Impact of Business 4.0 recognised as TCS' #DigitalDirections campaign lands three accolades at the Corporate Engagement Awards"** which will be disseminated shortly.

The Press Release is self-explanatory.

Thanking you,

Yours faithfully,
For **TATA CONSULTANCY SERVICES LIMITED**

Rajendra Moholkar
Company Secretary

Encl: as above

TATA CONSULTANCY SERVICES
Tata Consultancy Services Limited
9th Floor Nirmal Building Nariman Point Mumbai 400 021
Tel 91 22 6778 9595 Fax 91 22 6778 9660 e-mail corporate.office@tcs.com website www.tcs.com
Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS RELEASE**

Impact of Business 4.0 recognised as TCS' #DigitalDirections campaign lands three accolades at the Corporate Engagement Awards

- *TCS' #DigitalDirections website awarded two Gold and one Silver award at London ceremony*
- *Recognition showcases how the Business 4.0 mindset is resonating in Europe*

LONDON | MUMBAI, July 12, 2018 - Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions organisation, has seen its #DigitalDirections campaign awarded Gold in the 'Best Stakeholder Communications' and 'Best Sponsorship Activity To Support or Develop A Corporate Reputation' categories at this year's Corporate Engagement Awards. The campaign also won Silver in the 'Best PR and external communications' category.

Now in its eighth year, Communicate magazine's Corporate Engagement Awards recognise the most successful and innovative corporate campaigns and sponsorships, and the communication strategies around these collaborations.

The awards follow on the back of TCS' Strategic Partnership with the European Business Summit (EBS), where the company launched its original #DigitalDirections campaign in 2017, setting the tone for the digital agenda in Europe.

The content-driven campaign shares insights and perspectives from some of Europe's most influential thought leaders on the innovations driving the Fourth Industrial Revolution, and explores the journeys that regulators, governments, businesses and individuals are on as they pursue Business 4.0 – adopting intellignet, agile, automated and cloud technologies in order to grow at an accelerated pace.

This year, TCS expanded on its #DigitalDirections campaign even further, engaging with a wide range of European business and policy leaders on Business 4.0, which lead the EBS agenda in Brussels.

Ravi Viswanathan, Global Chief Marketing Officer at TCS, said: "Businesses and governments in Europe are continuing to embrace the Business 4.0 mindset and shape the future through digital technologies, and we wanted to use our #DigitalDirections campaign to bring this to life in a compelling way. This recognition by the Corporate Engagement Awards is a true testament to the evolution of the campaign since our inaugural partnership with the EBS back in 2017, and something we look forward to continuing for years to come."

Brittany Golob, Editor of Communicate magazine, said: "The Corporate Engagement Awards recognise those companies that are doing good within their communities, through partnerships, sponsorships and CSR. The stories that come from the awards are inspiring, exciting and truly collaborative. This year is no different."

ENDS

For immediate use **PRESS RELEASE**

About Tata Consultancy Services Ltd. (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for the last fifty years. TCS offers a consulting-led, Cognitive powered, integrated portfolio of IT, Business & Technology Services, and engineering. This is delivered through its unique Location Independent Agile delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 400,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $ 19.09 billion for year ended March 31, 2018 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.

TCS media contacts:

Asia Pacific:	Email: Sean.davidson@tcs.com Phone: +65 9139 3668
Australia and New Zealand	Email: Kelly.ryan@tcs.com Phone: +61 422 989 682
Benelux	Email: Joost.galema@tcs.com Phone: +31 615 903387
Central Europe	Email : anke.maibach@tcs.com Phone: + 49 172 6615789
Europe:	Email: ashish.babu@tcs.com Phone: +31 611 531246
India:	Email: arushie.sinha@tcs.com | shamala.p@tcs.com Phone: +91 22 6778 9960 | +91 22 6778 9081
Japan	Email: douglas.foote@tcs.com Phone: +81 80-2115-0989
Latin America	Email: martin.karich@tcs.com Phone: +569 6170 9013
Nordics	Email: mattias.afgeijerstam@tcs.com Phone : +46723989188
UK:	Email: peter.devery@tcs.com Phone: +44 20 3155 2421
USA / Canada:	Email: b.trounson@tcs.com Phone: +1 646 313 4594