TCS/PR/SE-10/2017-18

May 18, 2017

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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 **"Reimagining fishing in Digital Age"** 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

For immediate use **PRESS** RELEASE

Reimagining fishing in Digital Age

TCS, Qualcomm and FHI 360 collaborate to create Wireless Solution for Fisheries in Senegal (WISE)

SAN DIEGO, CA I MUMBAI, May 18, 2017: Tata Consultancy Services (BSE: 532540, NSE: TCS), the leading IT services, consulting and business solutions organization, has collaborated with Qualcomm Incorporated through its Qualcomm® Wireless Reach™ initiative and FHI 360 to implement a digital solution that enriches the lives of the fishing community in Senegal, leveraging the transformative power of wireless technologies.

In Senegal, 90% of the fishing is done by artisanal fishers who sell to either wholesale fish markets or to small scale women entrepreneurs that process and sell the fish to wholesalers. The goal of the Wireless Reach funded WISE program is to empower these artisanal fishers and women entrepreneurs with a solution, jointly designed and developed by TCS and FHI 360, that combines wireless connectivity with GPS in conjunction with specialized mobile and server applications that are accessible through an android based smartphone.

The WISE application, now being actively accessed by more than 1,500 users, provides many benefits to the fishing community in Senegal, like improving safety at sea by creating access to daily weather information and navigational resources to chart a safe course to and fro from fishing zones. Fishermen are able to communicate their location to rescue teams if stranded in the ocean. The application, which has been used for 700 hours by users as of March 2017, also provides access to training and educational resources like fish processing best practices in video, audio and PDF formats optimized for use on mobile devices so fish processors can deliver higher quality fish products that command better prices. In addition, program participants, who have logged into the WISE application more than 5,550 times, also use a newly developed electronic market information system accessible to fishermen and fish processors, enabling them to negotiate the best price for their catch or processed fish, ultimately increasing their income. Mobile connectivity also provides easier access to information about affordable loans that help participants expand their businesses by working with local micro-lending institutions.

The WISE program, implemented by FHI 360, was launched in 2016 and expands upon the Wireless Reach portfolio which includes several fishing-focused initiatives. An earlier version of this solution, also developed by TCS, known as Fisher Friend, was originally launched in India in 2007. The success of the WISE program in Senegal has increased widespread interest from various governments along the Western Coast of Africa in scaling this program to include in their countries.

V Rajanna, Vice President and Global Head of the Technology Business Unit at TCS, commented: "This is a great example of how digital technologies can be harnessed to create a profound impact on the community at large. This program is positively affecting the lives of those in Senegal's fishing community by addressing everyday challenges faced by them."

"WISE is unique in its multi-sectoral approach, addressing entrepreneurship and livelihoods, gender, health, education and technology," notes Berhane Gebru, FHI 360's Director of Programs for TechLab, which develops technology and innovation strategies for development practices. "It builds linkages among fishermen, fish processors, government agencies, mobile network operators, and local NGOs to improve small-scale fishing and processing."

A local fisherman from Mbour talked in detail about how he has used the application several times to access the GPS features and market prices; he also said that information from the application, including health and microfinance data, was shared amongst all community members at weekly meetings.

Because women are central to the fishery value chain, especially in fish processing, WISE includes a strong focus on closing the traditional gender gap that has kept women from benefiting fully from their participation in the industry.

"The Wireless Reach team was excited to build upon our successful fishing program in India by replicating lessons learned here in Senegal. Additionally, we've seen an increase in users' income and are happy to see further development of the app in Senegal that includes features to assist more of the fishing community, mostly comprised of female fish processors," stated Angela Baker, Wireless Reach Director, Qualcomm Incorporated.

Qualcomm® Wireless Reach™
Qualcomm believes access to advanced wireless technologies can improve people's lives. Wireless Reach is a strategic initiative that brings wireless technology to underserved communities globally. For the last ten years, Wireless Reach has invested in programs that foster entrepreneurship, aid in public safety, enhance the delivery of health care, enrich teaching and learning and improve environmental sustainability, impacting over 10 million beneficiaries.
Learn more at www.wirelessreach.com and @QCWirelessReach

About FHI 360:
FHI 360 is a nonprofit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions. Our staff includes experts in health, education, nutrition, environment, economic development, civil society, gender, youth, research, technology, communication and social marketing — creating a unique mix of capabilities to

address today's interrelated development challenges. FHI 360 serves more than 60 countries and all U.S. states and territories.

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 387,000 of the world's best-trained consultants in 45 countries. The company generated consolidated revenues of US $17.5 billion for year ended March 31, 2017 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com.
For global updates, follow @TCS_News

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