TCS/PR/SE-7/2018-19

April 23, 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 'Winner' in Enterprise Artificial Intelligence Services 2018, Worldwide Blueprint by HfS"** 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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Registered Office : 9th Floor Nirmal Buiding Nariman Point Mumbai 400 021
Corporate Identification No (CIN) : L22210MH1995PLC084781

For immediate use **PRESS** RELEASE

TCS Recognized as a 'Winner' in Enterprise Artificial Intelligence Services 2018, Worldwide Blueprint by HfS

Report Cites Tata Consultancy Services' Holistic Approach to Intelligent Automation, Broad Set of AI Use Cases and Focus on Industrialization as Strengths

NEW YORK | MUMBAI, April 23, 2018: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has been positioned in the 'Winner's Circle' in HfS Research's "Enterprise Artificial Intelligence(AI) services 2018 Blueprint"[1].

"Automation that leverages Artificial Intelligence is at the heart of the digital transformation that enterprises are going through to adapt to the imperatives of the Business 4.0 world," said P.R Krishnan, EVP & Head, Enterprise Intelligent Automation, TCS. "Our positioning in this report is the recognition of continuous focus on innovation and investments in building differentiated offerings that transform operations."

TCS has pioneered the Machine First Delivery Model™ that leverages automation, robotics and artificial intelligence to help enterprises achieve their business outcomes faster, with reduced risk. The core principle of this model is to pair humans with, and not versus, machines. It uses the ability of machines to solve complex problems faster, better and handle large volumes and breadth of coverage, while humans provide inputs for machines to learn to solve complex problems better. The resultant machine intelligence delivers multi-fold productivity improvements and elevates customer experience to newer highs.

TCS works closely with enterprises to help them move up the automation maturity curve in a controlled, predictable and planned manner. It has a broad portfolio of strategic automation consulting offerings covering cognitive, AI, application transformation, agile and DevOps technologies, roadmap creation, and IT risk assessment. TCS' enterprise wide intelligent automation framework covers Application Services Automation, Intelligent Process Automation and Intelligent IT Operations.

- Intelligent Process Automation: Business value chain automation for business process cognitive and AI based business solutions.
- Application Services Automation: DevOps tool chain, application lifecycle automation, test automation, and intelligent assurance.
- Intelligent IT Operations: Monitoring tools, command center (application & infrastructure), runbook automation, service desk automation, and workplace and EUC automation.

TCS has strong partnerships with leading providers of Robotic Process Automation as well as cognitive automation tools. In addition, TCS' cognitive automation product, ignio™, which uses contextual awareness to autonomously diagnose and fix issues in enterprise IT operations, has seen significant market success in the last three years since it was launched.

[1] HfS Research Blueprint Report : Enterprise Artificial Intelligence(AI) services 2018 published in March 2018 by Tom Reuner

"By setting up and formalizing its Enterprise Intelligent Automation business unit, TCS is starting to galvanize the AI efforts as well as driving a much more holistic automation strategy beyond the early focus on proprietary IP. The effectiveness of those efforts can be seen in a broad set of AI use cases demonstrating an increasing maturity. Many of those deployments focus on industrialization and ease of use which is reflected by clients referencing the ability to scale. Testing cognitive capabilities are a crucial lever to advance and scale projects thus helping clients to progress toward the notion of the OneOffice," said Tom Reuner, Managing Partner, Business Operations Strategy and M&A Advisory, HfS Research.

"TCS' cognitive offerings have been designed to drive end-to-end digital transformation with next-generation cognitive automation and AI-based solutions. Our machine-first approach, strength in industrialization, world class intellectual property and partnerships with leading third party providers of AI tools and platforms have made us the preferred partner for enterprises deploying intelligent automation in the new Business 4.0 world," added PR Krishnan.

About Tata Consultancy Services Ltd. (TCS)
Tata Consultancy Services is an IT services, consulting and business solutions organization that partners with many of the world's largest businesses in their transformation journeys. 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 394,000 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. For more information, visit us at www.tcs.com.
To stay up-to-date on TCS news in North America, follow @TCS_NA. For TCS global news, follow @TCS_News.

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