TCS/PR/SE-109/2017-18

March 7, 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 **"TCS ranked as the fastest growing IT services brand in 2018"** 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

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For immediate use **PRESS RELEASE**

TCS ranked as the fastest growing IT services brand in 2018

- *Company joins exclusive club of brands rated over US$ 10 billion in value*
- *2018 report by Brand Finance names TCS as the fastest growing IT services brand by value, up 14.4% from last year to US $10.391 billion*

MUMBAI, March 7, 2018: Tata Consultancy Services, a leading global IT services, consulting and business solutions organization, has been named as the fastest growing IT services brand in the world in an assessment done by Brand Finance, the world's leading brand valuation firm.

According to Brand Finance IT Services 15 annual report for 2018, TCS now has a total brand value of US $10.391 billion – a growth of 14.4% from last year's total of $9.081 billion, with an increase of $1.309 billion. The new value is the fastest incremental growth of all companies in the industry, and places TCS in the top three most valuable brands in the global IT services sector along with IBM and Accenture.

This puts TCS in a unique group of businesses with a brand valuation over the $10 billion mark, and TCS' new brand value means the company now contributes over 73% to the value of the larger Tata brand – valued at US $14.236 billion and ranked #104 in the world rankings.

Brand Finance's annual report analyses the brand value and brand strength of the 5000 largest brands across 38 sectors in the world in order to arrive at a list of the World's most valuable brands. Brand Strength is derived by benchmarking brand related measures against competitors. Brand Strength is used to determine an appropriate stream of forecasted brand royalties, which is discounted to a net present value, the Brand Value.

"Last year TCS achieved a significant milestone, being ranked as one of the world's top three IT services brands for the first time ever," **said David Haigh, CEO at Brand Finance.** "This year, the company has consolidated that position even further by adding more than $1.3 billion to its value, which is a huge achievement for the company and its new CEO, who completes his first year in office this month. TCS' forward-thinking approach to digital technologies, its growing brand presence in its key markets, paired with its core values of customer service, employee development and re-skilling has seen its brand value grow exponentially – so much so that it's now the fastest growing brand in the IT services industry."

Rajesh Gopinathan, CEO and Managing Director, Tata Consultancy Services said: "The growth we have demonstrated on brand leadership is a testament to our steadfast commitment to our clients, our people, and the communities we work in. The innermost core of our company values has always been our resolute focus on our clients and their success. We look forward to using the vast contextual knowledge we have built to further benefit our clients in their transformation journeys towards Business 4.0. As we refocus our company towards the new opportunities in the Business 4.0 era and mark the 50th year of the founding of TCS, I am certain that each one of our 390,000 employees worldwide will take great pride in TCS' brand leadership within the industry."

Over the past two years, TCS has strengthened its portfolio of global brand sponsorships by forging new partnerships in the United Kingdom, Sweden, India, Japan and Australia, adding to its existing premium partnerships, such as the TCS New York Marathon and the TCS Amsterdam Marathon among others. Over 3000 of its clients have participated at its running events in 2017.

It has also augmented its brand presence at high level forums by being appointed as a Strategic Partner to the World Economic Forum and the European Business Summit and extended a range of its own branded properties including the TCS Summit, TCS Analyst Days and TCS Innovation Forum, which are run as global events across all its key markets. These have become major gatherings of C-Level business leaders across the world, boosting TCS' brand at the boardroom and executive committee levels.

TCS has also become a major exhibitor in the foremost industry forums ranging from the NRF and Sibos, to the Mobile World Congress. It has also strengthened its partnerships with major global academic institutes including recently with Cornell Tech and Carnegie Mellon University.

Its global campaigns such as #DigitalEmpowers, which was launched at Davos to showcase the potential for digital technologies to become a force for good in the world, is part of several initiatives that have won over 50 awards for marketing, communications and branding excellence. Recently the company was recognised for its thought leadership by winning 8 accolades at the Corporate Content Awards in London.

Brand Finance IT Services League Table 2018

2018 Rank	2017 Rank	Brand name	Country of Head Quarters	2018 Brand Value (USD m)	2018 Brand Rating	2017 Brand Value (USD m)
1	1	IBM	United States	19,512	AAA	19,404
2	2	Accenture	Ireland	16,805	AA+	17,464
3	3	TCS	India	10,391	AA+	9,081
4	5	Cognizant	United States	7,761	AA+	8,631
5	6	Infosys	India	6,685	AA+	6,224
6	NEW	DXC Technology	United States	6,035	A+	NA
7	8	HCL	India	4,573	AA+	4,463
8	10	Capgemini	France	4,558	AA	4,137
9	7	Fujitsu	Japan	4,006	AA	4,670
10	11	Atos	France	3,876	A+	3,716

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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

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