TCS/PR/SE-58/2018-19

August 6, 2018

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Kind Attn.: Manager, Listing Department

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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 **"TCS Positioned as a Leader in Western Europe Digital Quality Assurance Services by IDC MarketScape"** which will be disseminated shortly.

The Press Release is self-explanatory.

Thanking you,

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

Rajendra Moholkar
Company Secretary

TATA CONSULTANCY SERVICES
Experience certainty.

For immediate use **PRESS** RELEASE

TCS Positioned as a Leader in Western Europe Digital Quality Assurance Services by IDC MarketScape

Report Cites Tata Consultancy Services' Innovation, Integrated Digital Transformation Approach, Business-centric Solutions and use of Automation and AI as key strengths

LONDON | MUMBAI, August 6, 2018: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization has been positioned as a Leader in the IDC MarketScape for Western Europe Digital Quality Assurance Services.[1]

According to the report, TCS' "innovation and application of automation, AI, and cognitive technologies is considered a strength, as is its expanding portfolio of business-centric solutions." The report also states that TCS' "collaborative nature and ethic have almost become synonymous with TCS and its approach to digital."

"*In a Business 4.0 world, failure to deliver a rich end-user experience can impact both revenue and reputation. As customers accelerate their digital transformation journey, the ability to deliver assurance at speed and at scale is critical to creating business value*," says **Prabhakar Karamsetti, Global Head, Quality Engineering & Transformation Services, TCS**. "*This independent third party recognition is a validation of our customer centric approach, a comprehensive set of offerings in the quality engineering space and our investments in next generation models to meet our customers' future needs.*"

TCS' Quality Engineering & Transformation (QET) practice partners with leading organizations in their Business 4.0 journeys to get first time right quality. QET offers a comprehensive set of assurance services spanning the entire quality assurance value cycle – including consulting and advisory, testing services implementation, and managed services for test environment, test data management and next generation platform solutions.

The company has responded to the emergence of newer technologies, and growing customer investments in those areas as part of their digital transformation initiatives, with newer offerings such as Agile/DevOps Transformation Consulting, VR/AR Assurance, Video and Infotainment Systems Assurance, and Industry-Specific Digital Assurance. With functional assurance constituting the largest part of customers' assurance spending in the digital space, TCS' domain expertise across multiple industry verticals has become a key differentiator.

TCS has invested extensively in building intellectual property the area of quality assurance. These solutions leverage artificial intelligence and machine learning to accelerate speed-to-market, reduce cost of quality, mitigate risk and enable a world class end-user experience. The two main platforms are:

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[1] IDC MarketScape: Western Europe Digital Quality Assurance Services 2018 Vendor Assessment, doc # EMEA42037217, June 2018

- The Customer Experience Assurance Platform measures and benchmarks the customer experience maturity of systems across five dimensions – usability, accessibility, compatibility, security and performance – using cognitive and machine learning techniques, and provides remediation to enhance business outcomes.
- Smart Quality Engineering is an AI-powered platform to accelerate the release cycle using contextual insights, predictive analytics and self-healing capabilities to enhance the quality and predictability of IT applications.

Jennifer Thomson, Research Director, IDC European Application Development and Deployment Strategies, said, *"TCS' digital QA services, guided by the Business 4.0 thought leadership framework are positioning it as a thought leader in the digital space. Customers are increasingly looking to TCS to help them achieve both business and digital objectives. TCS' quality engineering and testing is playing a key role in driving business value for its clients."*

"Our industry knowledge, contextual depth, alliances with technology providers, scale in digital and investments in digital assurance platforms that leverage cognitive technologies, make us the preferred partner for customers in Western Europe and elsewhere, who are looking to achieve first time right quality at speed," added **Prabhakar Karamsetti**.

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About IDC MarketScape:

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

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.

For immediate use **PRESS RELEASE**

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. 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.

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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