TCS/PR/SE-89/2017-18

January 16, 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 Launches HOBS - A Next-Gen Digital Subscription Platform on Microsoft Azure"** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,
For **Tata Consultancy Services Limited**

Rajendra Moholkar
Company Secretary

For immediate use **PRESS** RELEASE

TCS Launches HOBS - A Next-Gen Digital Subscription Platform on Microsoft Azure

Tata Consultancy Services New Offering Enables Communication Service Providers and Digital Businesses to Streamline Back Office Operations

NEW YORK |MUMBAI, January 16, 2018: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, today announced the launch of TCS HOBS (Hosted OSS/BSS), a TM Forum certified platform for digital enterprises, on Microsoft Azure. The cloud ready TCS HOBS platform will enable customers to get to market quicker and benefit from a pay-as-you-use commercial model.

TCS HOBS provides Communication Service Providers (CSP) and subscription based digital businesses an end-to-end, modular solution to manage and streamline their operations. The key business capabilities include product portfolio management, digital customer engagement, collaborative selling, contract management, dynamic orchestration, revenue management, partner management, device management, network inventory management, and assurance. The platform leverages micro services, natural language processing, machine learning, and big-data to drive automation, customer and employee experiences.

Globally, several service providers are already leveraging TCS HOBS platform for their digital transformation. TCS HOBS platform enables telecom and media enterprises to enhance business agility, accelerate go to market, optimize operational costs, and improve customer experience.

TCS HOBS is offered as Business-Process-as-a-Service (BPaaS) as well as Software-as-a-Service (SaaS) on Azure. The integration of TCS HOBS with Azure makes it available as a ready to launch platform to drive businesses globally. Azure offers hybrid consistency everywhere, be it application development, management and security, identity management or across the E2E solution, providing flexibility to TCS HOBS.

"Developed by leveraging TCS' deep domain, technology and IT expertise, TCS HOBS is a proven solution to accelerate digital transformation of communication service providers and help enable their vision of "zero touch" back office." said Kamal Bhadada, President, Communication, Media and Information Services (CMI) Business Group at TCS. "By launching TCS HOBS on Microsoft Azure, Communication Service Providers and other similar subscription based businesses can rapidly go live on TCS HOBS solution globally."

Bob De Haven, General Manager, Communication & Media, Microsoft Corporation added, "The speed at which global business moves makes it critical for customer solutions to be as efficient and seamless as possible. We are excited to have TCS HOBS' solution on Microsoft Azure to help more digital enterprises optimize operational costs and enhance the customer experience."

For immediate use **PRESS** RELEASE

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 390,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $ 17.6 billion for year ended March 31, 2017 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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