TCS/PR/SE-50/2018-19

July 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 wins The Best Innovation Centre by a Non-Financial Services Institution at The Asian Banker Awards 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

For immediate use **PRESS RELEASE**

TCS wins The Best Innovation Centre by a Non-Financial Services Institution at The Asian Banker Awards 2018

TCS BaNCS Alpha Bank recognized for path breaking impact through innovation

MUMBAI, July 16, 2018 - Tata Consultancy Services, (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organization announced today that TCS BaNCS' innovation hub 'Alpha Bank' received the award for The Best Innovation Centre by a Non-Financial Services Institution at The Asian Banker Financial Technology Innovation Awards 2018. The awards ceremony was held in Beijing, China, in conjunction with the prestigious 'Future of Finance Summit 2018', the foremost annual meeting for decision-makers in the financial services industry in the Asia Pacific region.

The TCS BaNCS Alpha Bank, located in Bangalore, was created to understand and help transform how banks operate with geographically spread customer data, running a diverse array of real world transactions and capturing information in real-time. In addition to serving as an incubation hub, it showcases solutions that have been designed using machine learning, augmented & virtual reality and APification. Since its launch, the Alpha Bank has executed hundreds of demonstrations to top decision makers from FSIs of all sizes and stripes from around the globe seeking the latest innovations.

"This is a concerted and concrete effort to lead in innovation, by forging together an ideation lab and a model bank, thereby accelerating the process of moving concepts to our solutions, and in turn to our customers. TCS BaNCS Alpha Bank enables our customers to tackle their most pressing technology, operations and customer challenges with state of the art solutions and optimized processes," said R. Vivekanand, Vice President and Co-Head of TCS Financial Solutions. "When Banks visualize their business in this setting, it brings alive our vision of delivering Business 4.0 in the next generation of TCS BaNCS."

The TCS BaNCS Alpha Bank operates on a unique 'model bank' concept with simulated customer transactions conducted daily, which are then used as a premise to design, develop and test solutions that are personalized and contextual to the end user. TCS has applied a methodical approach based on capabilities like Artificial Intelligence, Machine Learning and other proximate solutions. The Alpha Bank has designed and developed conversational AI chatbot solutions for banks, location-based tools, self-banking kiosks (for frictionless, seamless and secure transactions), and a virtual store that can enable banks to leverage the power of ecosystems and launch marketplace solutions, OCR (Optical Character Recognition) and voice verification banking, multi-touch and gesture-based solutions, and seamless biometric device integration.

About TCS Financial Solutions

TCS Financial Solutions is a strategic business unit of Tata Consultancy Services. Dedicated to providing business solutions to financial institutions globally, TCS Financial Solutions has compiled a comprehensive product portfolio under the brand name of TCS BaNCS. The TCS BaNCS universal financial solution is designed to help financial services institutions enhance end customer experience, enabling them to embrace open and innovative technologies that embody true digital customer engagement. Deployed at more than 450 installations worldwide, it is the largest collection of components, enterprise and consumer apps for the financial industry made available through the cloud, helping firms become more agile and intelligent by leveraging the power of new and extended ecosystems.

To know more about TCS BaNCS, please visit: http://sites.tcs.com/tcsbancs/

For immediate use **PRESS RELEASE**

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.

A part of the Tata group, India's largest multinational business group, TCS has over 400,000 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.

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