TCS/PR/SE-53/2015-16

November 10, 2015

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 "**2015 TCS New York City Marathon Hits New Heights**" which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Suprakash Mukhopadhyay
Vice President and Company Secretary

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Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS** RELEASE

2015 TCS New York City Marathon Hits New Heights

Record for Official Race App Downloads and 700 Percent Increase in Usage

NEW YORK | MUMBAI, November 10, 2015: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, in partnership with New York Road Runners, set new records with the 2015 TCS New York City Marathon. The world's largest marathon, with 49,617 finishers, witnessed more than 272,000 downloads of the official race app, powered by Tata Consultancy Services, but more significantly, the app generated a 700 percent increase in race day usage, from 7.5 million data points accessed in 2014 to 53 million in 2015.

The 2015 TCS New York City Marathon app had several new and enhanced features that drove interest and mass usage. From a pre-event personalized race time predictor, interactive Expo map and live leaderboards of pro athletes, to the most popular feature of tracking up to 10 runners on the race course and being able to plan where to see or meet runners, complete with MTA route information.

TCS and NYRR made great strides toward its collective goal of making the TCS New York City Marathon the most technically advanced and socially engaged marathon in the world. Beyond the official app, race week activities (from Monday, October 26 to Monday, November 2) generated more than 588 million impressions on Twitter and Instagram related to the #tcsnycmarathon hashtag – 342 million on race day alone – while Facebook drove almost 26 million impressions. Moreover, the #TCSNYCMarathon Journey Video, built for marathoners, fans and volunteers to create recaps of marathon experience, saw more than 5,000 people sign up to create videos, with nearly 1,500 videos currently made.

"TCS has diligently worked with New York Road Runners over the past two years to re-imagine and enhance the experience of the TCS New York City Marathon for runners, fans and supporters," said N Chandrasekaran, CEO and MD, TCS. "Our goal is to encourage more people to pursue such healthy lifestyles, in New York City and beyond. It was truly an honor to run in the race for the second straight year with runners from around the world, and witness the passion and joy on so many people's faces."

TCS Runfographics was another new, socially driven campaign surrounding this year's race, designed to drive buzz and interest in running beyond just athletes or core enthusiasts. Fun images and animations brought to life the global nature of the race and New York City's iconic characteristics – from the fastest countries, US states or zodiac signs over the past 40 years, to comparisons of distances covered in other sports and race calories burned relative to the number of NYC pizza slices you could eat.

"Together with Tata Consultancy Services, NYRR congratulates the runners and offers sincere thanks to volunteers, fans, city partners, and all who came together to be a part of Marathon Sunday, one of the city's most iconic and celebrated days," said Michael Capiraso, president and CEO of New York Road Runners. "With the TCS New York City Marathon as an anchor, the foundation of our shared partnership with TCS is the commitment to create opportunities for people of all ages and abilities to get moving. We look forward to continued collaboration to improve the health and wellness of communities across the five boroughs and around the world."

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As NYRR's Official Youth and Community Service Partner, Tata Consultancy Services supports a variety of year-round NYRR youth running programs, events and resources. This was recently highlighted through the "NYRR Youth Jamboree Presented by TCS" that kicked off the TCS New York City Marathon race week, the "TCS Run with Champions" at the iconic race finish line in Central Park, and the inaugural "NYRR Youth Invitational" during the morning of the official TCS New York City Marathon race day.

The 2015 TCS New York City Marathon featured 49,617 finishers, representing all U.S states and 125 countries. It also had the highest ever level of female participants at 20,703. Moreover, almost 500 TCS colleagues and clients ran as "Team TCS" – led by the CEO of Tata Consultancy Services.

About Tata Consultancy Services Ltd. (TCS)
Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT, BPS, infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 335,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $15.5 billion for year ended March 31, 2015 and is listed on the National Stock Exchange and Bombay 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. Subscribe to an RSS Feed of TCS Press Releases.

About the TCS New York City Marathon
The TCS New York City Marathon is the premier event of New York Road Runners (NYRR) and the largest marathon in the world. Held annually on the first Sunday in November, the race features the world's top professional athletes and a vast range of competitive, recreational, and charity runners. The race began in 1970 with just 127 entrants running four laps around Central Park, and expanded citywide in 1976. In 2014, a record 50,530 runners from 130 countries toured New York City's five boroughs, including the one-millionth finisher in the history of the event, starting on Staten Island at the foot of the Verrazano-Narrows Bridge, and running through the neighborhoods of Brooklyn, Queens, and the Bronx, before ending in Manhattan at the iconic Central Park finish line. More than one million spectators line the city streets to cheer on the runners, while millions more watch the live television broadcast in the United States and around the world. The race is part of the Abbott World Marathon Majors, a series featuring the world's top marathons—Tokyo, Boston, London, Berlin, Chicago, and New York—and crowning the top professional male and female marathoners in the world. Tata Consultancy Services (TCS), a leading global IT services, consulting, and business solutions organization, is the premier partner of NYRR and the title sponsor of the TCS New York City Marathon. To learn more, visit the TCS New York City Marathon website at http://www.tcsnycmarathon.org/.

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