TCS/PR/SE-31/2016-17

August 18, 2016

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 a Press Release titled **"Tata Consultancy Services and JetBlue Expand Strategic Relationship to Further Drive Airline Innovation"** 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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For immediate use **PRESS** RELEASE

Tata Consultancy Services and JetBlue Expand Strategic Relationship to Further Drive Airline Innovation

NEW YORK |MUMBAI, August 18, 2016: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organization, and JetBlue, one of the leading airlines in the U.S., are ramping up their relationship to strategically optimize and transform key business channels and enhance digital customer touchpoints.

During a three-year relationship, JetBlue has leveraged TCS' airline industry expertise and global talent to develop new platforms, and for quality assurance and infrastructure services. As part of a recently signed strategic agreement, TCS will now manage several additional programs alongside JetBlue, including modernization of the airline's IT Foundation platform to enhance data analytics and operational agility, and developing innovative tools for customers and JetBlue crewmembers. Furthermore, TCS will expand its innovation center in Pune, India, over the next two years to support critical JetBlue Digital initiatives, complementing the U.S.-based JetBlue team, as well as TCS team members in the U.S. and Mexico.

"This strategic agreement is a reflection of our confidence in TCS as the right partner for our global talent and technology transformational needs," said Eash Sundaram, EVP and CIO, JetBlue. "We love their culture, customer focus and see them as a valued extension of our teams."

"To serve digital consumers, companies need to market to a 'segment of one' today instead of taking a more traditional mass market approach," added Surya Kant, President, North America, UK and Europe, TCS. "Organizations need to embrace digital as the default, and we deeply value our relationship with JetBlue as we collectively help to further transform their operations and competitive standing."

As part of the expanded relationship, JetBlue can benefit from TCS' COIN (Co-Innovation) Network. This specifically involves access to TCS' Airline and Digital Innovation Labs, which focus on identifying business challenges and opportunities (e.g., operational analytics and optimization) in the Travel and Hospitality sector, and how to leverage technology and airline expertise to more quickly develop solutions.

TCS has emerged as a clear partner of choice for airline companies looking to reinvent themselves in this new digital age. The company was recently selected for similar transformational initiatives with leading airlines in North America, Asia Pacific and Europe.

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 362,000 of the world's best-trained consultants in 45 countries. The company generated consolidated revenues of US $16.5

billion for year ended March 31, 2016 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 and events in North America, follow @TCS_NA. For global updates, follow @TCS_News.

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