TCS/PR/SE-77 /2016-17

February 23, 2017

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 **"Brand Finance ranks TCS as one of the Top 3 global brands in IT Services"** which will be disseminated shortly.

The Press Release is self-explanatory.

Thanking you,

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

Suprakash Mukhopadhyay
Senior Vice President and Company Secretary

TATA CONSULTANCY SERVICES
Tata Consultancy Services Limited
TCS House Raveline Street 21 D S Marg Fort Mumbai 400 001 India
Tel 91 22 6778 9999 Fax 91 22 6778 9000 e-mail corporate.office@tcs.com website www.tcs.com
Registered Office 9th Floor Nirmal Building Nariman Point Mumbai 400 021
Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS** RELEASE

Brand Finance ranks TCS as one of the Top 3 global brands in IT Services

- *Breaks into the top 3, moving up by one rank in brand value within the Big Four*
- *Brand Value has grown by US$ 6.7 billion over the past 7 years*
- *Brand strength rated at the industry highest rating of AA+*

LONDON|MUMBAI, February 23, 2017: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organisation, has broken into the list of the Top 3 most valuable brands in the IT Services industry, in an assessment done by Brand Finance, the world's leading brand valuation firm.

"Just five years ago the TCS brand had achieved a major milestone, emerging as one of the Big 4 brands in the IT Services sector. Through sustained growth in their brand value, they have now moved up one spot and consolidated their place along with IBM and Accenture at the top of the sector's foodchain." Said David Haigh, CEO of Brand Finance. He added " This represents an absolutely stellar performance, adding an annual average of nearly a billion dollars in brand value across the seven year tenure of their previous CEO N. Chandrasekaran."

TCS was also rated as the Industry's highest brand strength rating of AA+ and contributes to 69% of the value of the larger Tata Brand, which remains the #1 ranked brand originating from India. Over the past year, TCS has also been recognized for running one of the most innovative marketing programmes in Europe and featured as a top 100 brand in the United States.

" The foremost driver of our brand has always been the strong talent we have in the company along with a culture of customer centricity, innovation and consistent business performance. We will continue to invest in strategic initiatives towards all these areas, to further strengthen our brand position." said Rajesh Gopinathan, CEO and MD of Tata Consultancy Services.

In 2016 TCS strengthened its portfolio of brand partnerships by being appointed as the Official Technology Partner to the Virgin Money London Marathon and as title partner to the world's largest cross country race, which has been renamed to the TCS Lidingöloppet run. Association with major marathons such as the TCS New York Marthon and TCS Amsterdam Marathon have significantly boosted TCS' brand in its key markets. In a recent survey, 98.6% of its clients stated that the TCS Amsterdam marathon has significantly strengthened the company's brand in the Netherlands.

For immediate use **PRESS** RELEASE

At the World Economic Forum at Davos last month, TCS launched a major brand campaign titled #DigitalEmpowers – highlighting the role of technology as a force for good. From farmers using smartphones to protect their crops, to drones helping save endangered animals and protect forests and women being empowered through careers in technology – the campaign brings together inspiring stories from TCS and its partners to galvanize solutions on how technology can help ensure inclusive outcomes for people around the world.

Industry analyst ratings have seen TCS consolidate its brand positioning with its clients, by being rated as the Industry leader in customer satisfaction and as a recipient of client accolades, such as being rated as the Digital Innovator of the year by GE. A growing number of analysts from firms such as IDC, Forrester, Gartner, Nelson Hall, HfS and the Everest group have placed the company in the Leader/Winner quadrant of their industry profiles on digital technologies including Cloud, Big Data, IoT, Mobility and Artificial Intelligence. It has continued to build on the base of this strong digital positioning of its brand by hosting a continuous thought leadership event series for C-Level executives, the TCS Summit, in North America, Europe, APAC, Japan and Latin America. It also releases an annual *Global Trends Study* report, covering the adoption and potential of a range of emerging digital technologies including Mobility, the Internet of Things, Big Data and Atificial Intelligence.

Notably, the company's employer brand has been gaining in strength. In 2016 TCS was one of only 8 companies worldwide to be attested as a Global Top Employer, by being recognized as a leading employer in 24 countries across the globe. The Brand Finance assessment indicated noteworthy improvements in the company's people and employee scores across the board.

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 378,000 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 in Europe, follow @TCS Europe. For TCS global news, follow @TCS News.

For immediate use **PRESS** RELEASE

Brand Finance IT Services League Table 2017

2017 Rank	Brand name	2017 Brand Value (US$ millions)	2017 Brand Rating
1	**IBM**	19,404	AA+
2	**Accenture**	17,464	AA+
3	**TCS**	9,081	AA+
4	**HPE**	8,670	AA+
5	**Cognizant**	8,631	AA+
6	**Infosys**	6,224	AA+
7	**Fujitsu**	4,670	AA
8	**HCL**	4,463	AA+
9	**Xerox**	4,359	AA
10	**Capgemini**	4,137	AA
11	**Atos**	3,716	A+
12	**Wipro**	3,440	AA+
13	**Nec**	2,419	AA-
14	**Tech Mahindra**	1,499	AA-
15	**CSC**	1,422	A+

Source: Brand Finance

For immediate use **PRESS** RELEASE

TCS media contacts:

Global:	Email: pradipta.bagchi@tcs.com Phone: +91 22 6778 9999
Europe:	Email: ashish.babu@tcs.com Phone: +31611531246
UK:	Email: peter.devery@tcs.com Phone: +44 (0)20 3155 2421
India:	Email: h.ramachandra@tcs.com | shamala.p@tcs.com Phone: +91 22 6778 9078 | +91 22 6778 9081
USA / Canada:	Email: b.trounson@tcs.com Phone: +1 646 313 4594
Asia Pacific:	Email: sean.davidson@tcs.com Phone: +65 9139 3668
Australia and New Zealand	Email: Darren.rudd@tcs.com Phone: +61 488 403 013
Latin America	Email:martin.karich@tcs.com Phone: +569 6170 9013
Nordics	Email: mattias.afgeijerstam@tcs.com Phone : +46723989188
Japan	Email: douglas.foote@tcs.com Phone: +81 80 2115 0989