TCS/PR/SE-101/2015-16

March 16, 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 the Press Release titled "**In Europe's fast-paced digital economy, TCS retains #1 ranking for customer satisfaction**" 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

In Europe's fast-paced digital economy, TCS retains #1 ranking for customer satisfaction

- *Independent survey of more than 1,500 CXOs from 13 European countries cites "Business Transformation" as the top growing priority in the digital economy*
- *High level of satisfaction in the IT Services industry (71%), with TCS (82%) taking the #1 spot in the European IT Services industry for the third consecutive year*
- *TCS tops industry on all 9 performance indicators, #1 in both application and infrastructure services*

London/Mumbai, March 16, 2016: Tata Consultancy Services (*BSE: 532540, NSE: TCS*), a leading global IT services, consulting and business solutions organization, has been ranked number one for customer satisfaction in Europe's largest survey of service provider performance. This is the third consecutive year that the company has topped the customer satisfaction ranking for the IT services industry, with TCS also being rated number one across all nine individual key performance indicators (KPIs).

Conducted across 13 countries in Europe by Whitelane Research in partnership with PA Consulting (in the UK & Nordics), Quint Wellington Redwood (in Spain and the Netherlands), Navisco (in Germany & Switzerland) and Vlerick Business School (in Belgium & Luxemburg), the study is based on the experiences of more than 1,500 business leaders (CIOs, CEOs, CFOs or their direct reports), who oversee 4,500 IT services contracts with a combined annual total contract value of over 40 billion Euros.

This year's report reveals an important shift in customer expectations in comparison with previous years. The ability of a partner to help with business transformation is the fastest growing factor in contract decisions, up by 52 percent in importance over the last two years. Respondents also cited the need to focus on core business and improving service quality as growing in importance, while traditional commercial reasons for partner selection are declining.

In this rapidly changing digital economy, TCS once again emerged as a clear leader for customer satisfaction across Europe. The company scored the highest rating with 82 percent general satisfaction– a significant 11 points above the industry average. The industry average of 71 percent in itself makes the IT Services sector one of the industries that exhibits the highest degree of client satisfaction in the region. The European Commission's Consumer Market Monitoring Survey indicates that the average satisfaction rating in Europe is only 55 percent in the 31 services industries it studies.

N. Chandrasekaran, CEO & Managing Director, TCS said: "We believe that the most important attribute behind our organization's success is our culture of intense focus on customer centricity. At TCS, we pride ourselves on our track record of delivering what we promise to our customers; helping them run their existing business more efficiently, while they transform to embrace the shift to digital. To be endorsed as the satisfaction leader in Europe by 1,500 CXOs, validates that we are continuing to be relevant to our customers as they look to significantly transform their businesses."

Jef Loos, Head Sourcing Europe, Whitelane Research said: "The Whitelane IT Study is the most comprehensive customer satisfaction survey of its kind. This year's report has shown a clear priority shift among IT leaders, who are increasingly focusing on business transformation ahead of cost reduction measures. For TCS to retain the number one ranking for the third consecutive year amid this changing environment is a tremendous achievement and testament to what is clearly a very customer-focused company culture."

Nigel Wilson, Group Chief Executive, Legal & General said: "Our customers increasingly expect us to provide services through digital channels, anywhere and at any time. This implies a very different level of capability across IT and Business and we have been working on many innovative projects. Our partnership with TCS has been vital in this regard. The TCS team consistently delivers to an extremely high quality, supporting our business transformation goals by helping us to drive efficiencies and improve customer experience."

Helen Dean, CEO, NEST said: "From a standing start in October 2012, NEST now has over 2.8 million members and 69,000 signed-up employers. Managing such high volumes in such a short space of time is no mean feat. It is vital that our IT infrastructure and digital services are able to flex and scale to meet demand as auto enrolment continues to roll-out. The systems, processes and technology that TCS has developed as a pension scheme administrator have been essential to getting us to where we are today. Our partnership with TCS has been invaluable, allowing us to innovate, handle high growth and helping us bring pension saving to millions of UK workers. I would like to take this opportunity to congratulate TCS on attaining the number 1 rank in the Whitelane customer satisfaction survey."

John Keeling, Chief Officer, Business Operations, Visa Europe said: "Congratulations to TCS on its number one ranking for customer satisfaction across Europe. TCS has been an IT delivery partner for Visa Europe for many years and we have seen first-hand the skill, dedication and commitment that TCS teams bring to client engagements. TCS has helped us ensure our customers have access to the most reliable, most innovative payment services in the industry."

Petri Pehkonen, CIO, Elisa said: "Our partnership with TCS has allowed us to simplify our IT operations, move resources from maintenance to development and improve business agility. The ability to bring new products and services to market faster is a must to our business nowadays, so the work TCS has done is absolutely invaluable. I congratulate TCS in achieving number one ranking for customer satisfaction."

Justin Erbacci, Vice President Customer Experience and Technology, Star Alliance said. I would like to congratulate TCS on being ranked number 1 in Customer Satisfaction in Europe for the 3rd year in a row, TCS has been an extremely supportive partner over the last 10 years and has helped Star Alliance to realize significant advancements in our goals of providing an ever more seamless travel experience for Star Alliance airlines customers and in helping to more closely integrate our member airlines IT systems. Throughout this time, TCS always focused on what we wanted as the customer, so its success in this area is not surprising."

TCS was also ranked first for each of Whitelane's nine key performance indicators: service delivery, reporting quality, escalation effectiveness, account management, proactivity, price level, contract flexibility, change management and innovation. In addition, the company claimed the top spot for overall satisfaction levels in the UK, France, Germany, Austria, the Nordic region and Switzerland. It was also rated number one for both application and infrastructure services.

Whitelane Research (www.whitelane.com) is an independent organization dedicated to sourcing analysis. The survey ranked more than 24 IT service providers based on the opinion of their customers. The results of the research are broken down by both geography and IT domain as well as including general satisfaction rankings.

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, BPO, 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 344,000 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.

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