TCS/PR/SE-42/2015-16

September 22, 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 **"TCS Digital Software & Solutions Group Introduces Smart City Accelerator Solution"** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Suprakash

Suprakash Mukhopadhyay
Vice President and Company Secretary

For immediate use **PRESS** RELEASE

TCS Digital Software & Solutions Group Introduces Smart City Accelerator Solution

TCS Intelligent Urban Exchange Solution Software Delivers Platform and Applications Designed to Advance Urban Growth, Speed Digital Transformation and Value to Citizens

NEW YORK | MUMBAI, September 22, 2015: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, today announced its Digital Software & Solutions (DS&S) group has released 'Intelligent Urban Exchange (IUX),'a powerful analytics-based software solution for intelligent city operations to help address growing expectations of digitally connected, urban citizens.

According to Frost & Sullivan, the smart city market is likely to be worth $1.5 trillion by 2020 and more than 60 percent of urban citizens will have full access to eServices in the next decade. With this heightened level of opportunity and citizen expections, innovation and investment in intelligent city digital technologies and services will focus on improving public services and quality of life for urban citizens.

The IUX solution is a highly scalable, modular software that combines big data and domain specific advanced analytics to provide cities with real-time, actionable insights. In turn, it delivers cost-effective operations on a common platform across essential city domains, such as transportation, water, energy, and government operations.

The solution, which will be made available through strategic partnerships with the Digital Software & Solutions group, offers customized city data models for the accelerated deployment of smart city programs. It collects and analyzes data from multiple sources, including networks, sensors, social media, and open city data, and applies real-time analytics to deliver insights for city officials to help increase citizen satisfaction.

"We are pleased to already be engaging with key partners in intelligent city projects to bring TCS IUX into the market, improve operational efficiency and generate new revenue streams for cities that will directly benefit citizens' quality of life," said Seeta Hariharan, General Manager and Group Head of TCS' DS&S group. "Our strategic partners are already finding value with the solution to leverage data within and across domain specific applications and develop local apps that will accelerate smart city programs, provide a flexible platform to fuel future growth, and create a more enjoyable experience for urban dwellers."

The first available application on the TCS IUX solution is for transportation and delivers a comprehensive analytic application for city transport administrators and bus operators to improve ridership, service levels and fleet utilization. It includes real-time insight and trend analysis of passenger demand and service parameters, such as wait times, queue build-up, ridership, and revenue realization across various routes and schedules to create adaptive planning for more effective public transportation services. Future IUX applications will focus on urban utilities, such as Intelligent Water to promote conservation, and support partners to address issues in water loss, leakage and infrastructure upgrades to ensure safe and reliable delivery of water to communities.

For immediate use **PRESS** RELEASE

About TCS Digital Software & Solutions Group
Launched in 2014, TCS Digital Software & Solutions Group is a strategic growth business unit in TCS formed to help customers undergo critical digital transformations with modular, scalable and fully integrated, industry-tailored licensed software and solutions. Industries served are Cities, Retail, Communications, and Banking and Financial Services, four markets with a particularly urgent need to adopt emerging technologies to enhance customer intelligence capabilities and rapidly shift product and service offerings to compete in highly competitive and customer-centric arenas. For more information, visit us at http://www.tcs.com/digital-software-solutions/pages/default.aspx or on Linked In

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 324,000 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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