



TCS/PR/File-BSE&NSE/2012-13/46

December 18, 2012

**National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex,
Mumbai
Fax No. 2659 8237 / 38
Kind Attn : Manager, Listing Department**

**BSE Limited
P J Towers
Dalal Street
Mumbai
Fax No. 2272 2037 / 2272 3121
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 wins prestigious 'supply chain project of the year' award in UK" 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**

Encl: As above

TATA CONSULTANCY SERVICES

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For immediate use **PRESS RELEASE**

Tata Consultancy Services wins prestigious 'supply chain project of the year' award in UK

- Award won for implementing 'SMART' solutions at Co-operative
- Enabled Co-operative to effectively engage with the customers and significantly improve their on-shelf availability in store.

London/Mumbai, December 18, 2012: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions firm, announced it had won the prestigious 'Supply Chain Project of the Year' at the Hermes Retail Weekly UK Supply Chain Awards 2012. TCS won the award along with The Co-operative Group for implementing 'Store Merchandise and Replenishment System' (SMART), a major transformation programme for The Co-operative Group's food business, a key player in the UK grocery sector.

The Co-operative Group chose to partner with TCS to develop and deliver the SMART initiative, which has impacted the Co-operative Group's food business positively. This ambitious project introduced new systems to enable effective stock forecasting and replenishment and range control at all The Co-operative Group's Food Stores. The initiative also delivered a significant improvement in stock availability.

"Implementing SMART has helped us scientifically map and implement an effective supply chain that dictates greater process compliance and at the same time improved our cross functional collaboration between departments. The SMART solution has helped our business to effectively manage our 'Onshelf' availability and replenishment processes that have allowed us to increase the time colleagues have in store to serve our customers," said **Mark Hale, CIO & Supply Chain Director, The Co-operative Food.**

"Our constant innovations in improving our clients' Supply Chain Management solutions has paid dividends by enabling them to make appropriate business decisions and at the same time achieve enhanced operational efficiencies," said **Shankar Narayanan, Head, TCS UK & Ireland.** *"Winning this prestigious award is a testimony to our commitment to The Co-operative Group and our ability to deliver the best in class solutions to the global retail industry,"* he added.

TCS' Retail Solutions delivers innovative solutions from supply chain transformation and Integrated Demand and Replenishment Planning to logistics and warehouse management, to help companies manage seamless supply chain and networks. Leveraging its domain expertise and network delivery model, TCS incorporates process improvements across the various facets of a supply chain while remaining cost effective. In the UK, TCS works with eight of the Top 10 retail brands.

The Hermes Retail Week Supply Chain Awards, a reputed industry award recognises and rewards excellence in all aspects of supply chain in the Retail industry. This year the award event was held at London on September 12, 2012, and was attended by over 500 of the UK's top retailers and their supply chain partners.

For immediate use **PRESS RELEASE**

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™, recognised as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 254,000 of the world's best-trained consultants in 44 countries. The company generated consolidated revenues of US \$10.17 billion for year ended March 31, 2012 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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About Co-operative Group

The Co-operative Group is the UK's largest mutual business, owned not by private shareholders but by over seven million consumers. It is the UK's fifth biggest food retailer and a major financial services provider, operating The Co-operative Bank and The Co-operative Insurance. Among its other businesses are the number one funeral services provider, the third largest pharmacy chain and one of Britain's largest farming operations. As well as having clear financial and operational objectives, the Group has also set out its social and sustainability goals in its groundbreaking Ethical Plan, which specifies over 50 commitments in these areas.

The Group operates 4,800 retail trading outlets, employs more than 106,000 people and has an annual turnover of more than £13bn. Further information is available at www.co-operative.coop

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