



TCS/PR/File-BSE& NSE/2012-13/4

April 30, 2012

National Stock Exchange of India Limited
Exchange Plaza
Bandra-Kurla Complex
Mumbai
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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 **"TCS Launches New Editorial Collaboration Platform for Media Companies"** 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**

TCS Launches New Editorial Collaboration Platform for Media Companies

Cross-Media Collaboration Solution Unveiled at National Association of Broadcasters (NAB) Show

Mumbai, April 30, 2012: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting, and business solutions organization, announced today that it has launched its new Editorial Collaboration Platform (ECP). The ECP solution was unveiled at the National Association of Broadcasters (NAB) Show in Las Vegas from April 14-19th. Driven by real-life requirements, the ECP provides an online system for editorial planning of web-based publishing and radio and television broadcasting. The system efficiently unifies data to remove information silos and integrates Microsoft Outlook and other databases to simplify editors' daily lives.

The rise of the mutli-screen media presents an array of new opportunities for both broadcasters and publishers as they evolve into Digital Enterprises," said Kamal Bhadada, TCS Vice President and Head of Media & Information Services. "TCS Editorial Collaboration Platform solution allows media companies to transition from 'channel-centric' media production to trans-media story-telling and enables the creation of editorial communities that can virtually collaborate across multiple locations."

The ECP solution was developed by TCS' Digital Media Group (DMG) – a vast resource of skilled media professionals with extensive domain experience to provide real life solutions. The TCS solution works with Microsoft SharePoint, SharePoint Online and windows Azure platforms.

 Kamal added, "TCS strategy of leveraging its Digital Media expertise to develop solutions using commonly used technology platforms such as Microsoft SharePoint, allows media customers to deploy solutions that are highly tailored to the changing digital media workflows, while providing media companies with benefits of lower cost and state of the art IT platforms. Thus, in this rapidly evolving marketplace, media operations can maximize their collaborative potential by focusing on product innovation rather than worrying about continuous investment into a cluster of custom-made production tools."

"We're excited about this new offering from TCS to ease media organizations' transition to truly digital media companies," said Taras Bugir, managing director, Worldwide Media & Cable Industry, Microsoft. "This is a great example of how Microsoft helps companies deliver new experiences and services to capitalize on changing market demand."

For immediate use **PRESS RELEASE****About Tata Consultancy Services (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 238,500 of the world's best trained consultants in 42 countries. The Company generated consolidated revenues of US \$ 10.17 billion for year ended 31 March, 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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