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November 17, 2011

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

Dept. of Corporate Services
BSE Limited
Mumbai
Fax No. 2272 2037 / 2272 3121
Kind Attn: Mr. Bhushan Mokashi
General Manager

Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of a Press Release titled "**Tata Consultancy Services, in Cooperation with SAP, Launches AURA Dealer Business Management Service for Automotive Retailers**" 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

Tata Consultancy Services Limited

11th Floor Air India Building Nariman Point Mumbai 400 021 India
Tel 91 22 6778 9393 Fax 91 22 6778 9344 e-mail corporate.office@tcs.com website www.tcs.com
Registered Office 9th Floor Nirmal Building Nariman Point Mumbai 400 021

For immediate use **PRESS RELEASE**

Tata Consultancy Services, in Cooperation with SAP, Launches AURA Dealer Business Management Service for Automotive Retailers

***Cutting-edge service provides industry-leading rapid deployment capability
while lowering fixed costs***

Mumbai/Frankfurt, November 17, 2011: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions firm, in cooperation with SAP AG (NYSE: SAP), today launched AURA Dealer Business Management (DBM) Golden Template, a new predefined service based on an innovative, business-ready and "lean" model built for the auto retail sector.

AURA DBM Golden Template is a result of co-innovation and joint development efforts between TCS and SAP. The new AURA service has been built on the SAP® ERP and SAP Dealer Business Management applications. The service is offered in the form of a packaged implementation service that can help jump start business operations of auto retailers, and contains standard baseline functionality, best practices and end-to-end process scenarios for sales, service, parts business, finance, human resources and their related reports. As a fixed-cost service provided in a ready-to-deploy and out-of-the-box format, AURA reduces implementation time, provides an increased return on investment, and facilitates gradual, stage-wise customization and change management.

"The last few years have seen the automotive retail ecosystem under intense pressure," said Milind Lakkad, head of the Manufacturing Industry Unit, TCS. "This service will provide dealers a new path to profitability and help the OEMs and channel providers differentiate their offerings and services in the market space. AURA weaves new business models built on a cutting-edge technology platform. Today there are over 100,000 automotive dealers worldwide, and the AURA solution, integrated with SAP solutions, will enable dealers and automotive OEMs to rapidly upgrade their business operating systems with contemporary best practices."

TCS has established a Center of Excellence for dealer business management that will further drive the process of collaboration between TCS and SAP, to support and develop further innovations to this service to auto dealers and retailers.

"SAP Dealer Business Management leverages the power of the SAP Business Suite to increase value for automotive dealers by providing real-time visibility into the entire range of business operations – from customers to vehicles – at a lower, fixed cost," said Holger Masser, head, Automotive Industry Business Unit, SAP. "Automotive retail customers will benefit from the co-innovation between SAP and TCS that has resulted in the AURA DBM Golden Template built on SAP ERP and SAP Dealer Business Management. The use of this predefined service will help

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automotive retail dealers get up to speed quicker with a DBM that supports their end-to-end business process needs."

About TCS Manufacturing Industry Solutions Unit

TCS Manufacturing Industry Solutions Unit offers customers solutions that enhance competitiveness, be it through operations excellence or product and service value additions. One out of every three Fortune 500 manufacturing companies has picked TCS as a partner in their drive to implement next-generation, IT-enabled business solutions and services. TCS manufacturing solutions address all business needs from manufacturing and technology consulting to BPO, engineering to infrastructure solutions, and application development and maintenance, to system and application integration solutions. TCS Automotive Center of Excellence has a vast pool of skilled automotive consultants and offers a unique combination of intimate industry knowledge, thought leadership, skills, resources and a global presence catering to leading automotive organizations.

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™ (GNDM), recognized as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 214,000 of the world's best-trained consultants in 42 countries. The company generated consolidated revenues of US \$8.2 billion for year ended March 31, 2011 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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Global	pradipta.bagchi@tcs.com	+91 22 67789999
India	ashish.babu@tcs.com	+91 22 67789077
Europe/ UK	abhinav.kumar@tcs.com	+32 22821927
USA/Canada	m.mccabe@tcs.com	+1 646 313 4594
APAC	sean.davidson@tcs.com	+65 6372 4800