TCS/PR/SE-58/2014-15

December 3, 2014

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 **"Launch of TCS BaNCS Digital platform to help banks deliver hyper-connected, personalized experience to customers"** 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

Encl: As above

TATA CONSULTANCY SERVICES
Tata Consultancy Services Limited
11 th 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
Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS** RELEASE

Launch of TCS BaNCS Digital platform to help banks deliver hyper-connected, personalized experience to customers

- *Platform expected to accelerate digital transformation initiatives in the financial sector*

SYDNEY/MUMBAI, December 03, 2014: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions organization, announced the launch of its latest solution, TCS BaNCS Digital, to help financial institutions reimagine the digital experience for their customers and build a seamless and interconnected bank.

The TCS BaNCS Digital solution comprises both enterprise and consumer apps delivered on hybrid architecture. Designed to help banks unleash the true power of digital, the solutions will provide bank customers with an app and browser experience from a single platform and infrastructure.

Banks' IT departments are finding it increasingly difficult to keep up with their highly demanding consumers and their need for a superior, hyper-connected digital experience. The TCS BaNCS Digital solution helps banks face the key challenges today including the need to keep their mobile and online solutions in step with the fast-evolving range of devices, platforms and form factors that are being launched in the market. The TCS BaNCS Digital platform helps banks launch digital solutions with speed and banks no longer have to face inordinately long periods to build and launch apps or grapple with multiple, independent technology stacks and infrastructure, which result in high Total Cost of Ownership.

Commenting on the TCS BaNCS Digital launch, N Ganapathy Subramaniam, President, TCS Financial Solutions, said, "Being digitally enabled has become a pre-requisite for financial institutions to grow in a fast-changing environment. TCS BaNCS Digital is a next generation solution that will help our customers 'Shift Digital' and accelerate growth in the digital landscape."

Mr Subramaniam added: "TCS BaNCS Digital consists of a series of consumer and enterprise apps embracing hybrid architecture and responsive web design and addresses social media connectedness, real-time analytics and ecosystem integration to create a world-class digital experience."

TCS BaNCS Digital is an enterprise-wide solution suite that enables banks, credit unions and other financial institutions to give their customers the flexibility and convenience of managing their finances from any place, at any time. It is an easily deployable and highly scalable solution catering to retail and corporate customers alike. The solution also provides mobile trading and wealth management capabilities and enables financial institutions to launch apps by customer segment, product or service, and deliver a rich and unified digital experience.

Financial institutions can adopt and deploy the TCS BaNCS Digital platform on top of pre-existing, third-party solutions, thereby integrating ecosystems and creating a marketplace where customers can access products and services more closely interlinked with their life styles.

About TCS Financial Solutions

TCS Financial Solutions is a strategic business unit of Tata Consultancy Services. Dedicated to providing business application solutions to financial institutions globally, TCS Financial Solutions has compiled a comprehensive product portfolio under the brand name of TCS BaNCS. Our mission is to provide best–of-breed solutions that drive growth, reduce costs, mitigate risk and offer a faster speed-to-market for our clients. With a global customer base of more than 280 institutions operating in over 80 countries, TCS Financial Solutions deliver state-of-the-art software solutions for the banking, insurance and capital markets industries worldwide. For more information, visit us at www.tcs.com/bancs.

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 more than 310,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $13.4 billion for year ended March 31, 2014 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com

For more information, please contact:

TCS Media Contacts	TCS Financial Solutions Media Contacts
Global Pradipta.bagchi@tcs.com +91 22 67789999	**Dennis Roman** **Chief Marketing Officer** dennis.roman@tcs.com +1954 423 3560 **Americas, Europe and UK :** sunil.robert@tcs.com +1732 331 3084 **APAC, India, Middle East & Africa:** anjana.srikanth@tcs.com +91 8067256963