TCS/ PR/SE-40/2013-14

November 11, 2013

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 Recognized by ITSMA with Diamond Award for Enabling Sales Channels**" 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

For immediate use **PRESS** RELEASE

Tata Consultancy Services Recognized by ITSMA with Diamond Award for Enabling Sales Channels

New York | Mumbai, November 11, 2013: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting and business solutions organization, announced that it has been recognized with the Diamond Award for Marketing Excellence from Information Technology Services Marketing Association (ITSMA). TCS was recognized in the category of "Enabling Sales Channels" as part of the 16th Annual Marketing Excellence Awards program run by the B2B marketing association.

The Marketing Excellence Awards program honors the marketing programs, campaigns, and new initiatives that have achieved excellence worldwide. The awards put special emphasis on the four most critical aspects of marketing success: planning, execution, innovation, and measurable business impact. The award was presented during ITSMA's Annual Marketing Conference on November 5, 2013, recognizing TCS' use of marketing channels and market intelligence to drive superior growth and profitability.

"The competition in the enabling sales category was pretty stiff again this year," said Dave Munn, President and Chief Executive Officer, ITSMA. "TCS' entry around the innovative role the North American Marketing organization played in bringing greater market intelligence and insight to sales was outstanding."

"This win is a reflection of our focus on marketing as a way to empower our sales team. At TCS, we strive to align our marketing and research efforts to strike a chord with customers and demonstrate that we understand their needs," said Surya Kant, President of TCS North American, UK and European operations. "Our sales enablement work has propelled TCS' new business growth in the North American market and played a role in TCS' stellar financial results."

TCS' award submission, "Enabling Sales Channels through Intelligent Marketing and Marketing Intelligence," captured the company's recent efforts to combine field marketing and market intelligence to proactively drive an intelligent and informed sales cycle. The marketing program led to highly focused sales cycles with better quality sales leads and, ultimately, more wins with strategic customers.

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™, recognized as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 285,250 of the world's best-trained consultants in 44 countries. The company generated consolidated revenues of US $11.6 billion for year ended March 31, 2013 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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TCS media contacts:

Global:
Email: pradipta.bagchi@tcs.com
Phone: +91 22 6778 9999
Europe / UK:
Email: abhinav.kumar@tcs.com
Phone +32 22821927
India:
Email: h.ramachandra@tcs.com | shamala.p@tcs.com
Phone: + 91 22 6778 9078 | +91 22 6778 9081
USA / Canada:
Email: b.trounson@tcs.com
Phone: +1 646-313-4594
Asia Pacific:
Email: sean.davidson@tcs.com
Phone: +65 9139 3668
Australia and New Zealand:
Email: alex.goldrick@tcs.com
Phone: +61 (2) 8456 2800