TCS/PR/SE-13/2015-16

May 20, 2015

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 **"For India's social students, the default is digital"** 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

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PRESS RELEASE

For India's social students, the default is digital

Mumbai, May 20, 2015: The Indian school students are rapidly adopting and adapting to a Digital lifestyle to succeed in a global economy where the Default is Digital. This was the clear trend established by the TCS GenY Study 2014-15, conducted by Tata Consultancy Services, (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting and business solutions organization across 14 cities in India.

Today's high school students lead gadget-rich lifestyles; are heavy internet users; and are active on social media channels to stay well-informed with current affairs and keep in touch with family and friends, revealed the study. There are not many variations in choices or usage patterns when it comes to gender of the student.

Ajoy Mukherjee, EVP & Head of Global HR said: "The need to be constantly aware, always connected and make informed choices is in the basic DNA of the post-millennial students. The TCS GenY Survey findings provide us with essential information to prepare ourselves to provide them with exciting career opportunities."

The findings of TCS GenY Study 2014-15, India's largest survey of over 12,365 high school students across 14 Indian cities, reveal that the 'post-millennial' population are very social by nature and over 75% spend an hour online every day.

However, today's youngsters still consider face-to-face or "in-person" communication as the most preferred way of communicating with friends (36%), though 46% of the respondents said they digitally stayed in touch using video chat. When it comes to Instant messaging, WhatsApp is by far the most popular instant messaging platform (58%) followed by SMS (20%). Desktops/home PC and laptops are the most popular mode of accessing the internet (55%), followed by smart phones (30%).

TCS GenY Survey 2014 Highlights

- **Gadgets**
  - 72% own Smartphones; Most preferred gadget for 4 out of 10 surveyed
  - Over 50% access internet through Home PCs, Laptops
- **Positive outlook on Social Media though not for studies**
  - 7 of 10 say it makes them more aware of the current events and helps them keep in touch with friends and family
  - ~9 out of 10 have Facebook accounts; 52% are part of at least one community on FB
  - 65% have Google+ accounts; 6 of 10 use WhatsApp

- 4 of 10 use Twitter - sports personalities (66%), celebrities (55%) and film stars (54%) are most followed by students surveyed
- Social media is not considered useful for studies. Considered more useful for keeping in touch with friends and family and staying abreast with current affairs

- **Online Habits: Ready to Ping!**
  - 3 in 10 respond to notifications within 5 minutes; About 4 in 10 respond once a day
  - 76% spend an average time of up to 60 minutes on social media every day
  - Writing posts (29%); chatting (25%); posting photos (14%) were Top 3 social activities
  - 46% of the respondents used FaceTime/ Skype/ Google Hangout
- **Shopping and e-commerce**
  - Two-thirds surveyed shop online, primarily for gadgets
  - Top items bought: Electronics (66%), Books (61%); Movies (41%); Travel (39%); Clothes (36%)
- **Safety First! Parental Controls active**
  - 52% of the respondents said their online activities were monitored by parents
  - Of those whose parents monitored their online activities, more than half gave password access to online accounts
- **Learning and Careers**
  - Online sources like Wikipedia used the most (63%), followed by PDFs (51%) and online videos (44%) for learning resources
  - TV and newspapers were most used to consume news (76%); online sources (53%); and links from friends/ family (36%)
  - IT and Engineering were the most sought after career options, especially among the boys (59% each; girls: 42% each)
  -

TCS Gen Y Survey Primer:

WHAT: The Gen Y Survey 2014-15 conducted by Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) the leading IT services, consulting and business solutions firm, India's largest IT solutions provider Tata Consultancy Services, is among the largest youth surveys of its kind in India. The survey was conducted across 14 Indian cities - Ahmedabad, Bangalore, Bhubaneswar, Chennai, Coimbatore, Delhi, Hyderabad, Indore, Kochi, Kolkata, Lucknow, Mumbai, Nagpur and Pune, with a total base of 12,365 high school students in the age group of 12-18. The primary data was collected from the participants by means of a questionnaire at each of the locations. TCS carried out this survey amongst these school students to capture trends, pulse and adaptation of these youth to changing digital technology.

- **WHEN:** TCS Gen Y Survey 2014-15 was undertaken from July to November 2014 during the nationwide TCS IT Wiz program to get a pulse of the digital habits of school students from class 8-12 to capture the changing trends of the youth across the Nation with a focus on technology. The objective was to comprehend and compare the difference between school students in the major metros and mini metros of India. The TCS Gen Y Survey 2014-15 is one of the most comprehensive school level studies of this scale, in India, to capture information access trends, social networking preferences, career interests etc.

- **HOW:** The surveys questionnaire comprised sections such as :
  - **Gadgets** – (ownership, usage, preference and brands used
  - **Communication** – Preferred mode
  - **Social Networking** -
    - Usage of networking sites and Twitter,
    - Monitoring online activities, Online shopping,
    - Use of Skype, Google Hangout, Video Chat
    - Instant Messaging Platforms
    - Using online resources- E books, pdfs, news.
  - **Education and Career Aspirations**

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™, recognised as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 319,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $15.5 billion for year ended March 31, 2015 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com.

To stay up-to-date on TCS news follow @TCS_News.

Website link for the survey: http://on.tcs.com/GenYSurvey14-15

For more information please contact:

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