



TCS/PR/File-BSE& NSE/2012-13/8

May 7, 2012

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 **"TCS recognized as "Big Four" IT Services brand"** 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**

## TCS recognized as “Big Four” IT Services brand

- Ranked the #4 most valuable brand in global IT services.
- First emerging markets headquartered firm to enter the top of the league
- Brand value stands at US\$ 4,068 million in 2012, up from US\$ 3,718 million in 2011

**Mumbai, May 7th, 2012:** Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting, and business solutions organization, announced, today, that it has been named the 4th most valuable IT services brand worldwide by Brand Finance, the world leading brand valuation firm. Brand Finance assesses the dollar value of the reputation, image and intellectual property of the world's leading companies. Brand Finance's brand valuations are frequently peer-reviewed by top audit practices, accepted by various regulatory bodies and used by leading global brands as a performance benchmark.



**N. Chandrasekaran**, CEO & Managing Director of TCS said: “We are extremely pleased with this ranking as it confirms the rapid evolution and recognition of our brand at a global level. In line with the symbolic crossing of the US\$ 10 billion revenue mark this year and the global top four position TCS now holds in terms of market capitalization, net income and employees, this achievement on the brand front is a watershed moment in our company's evolution towards a top position in its industry globally.”

Through its work with clients, TCS has developed a strong reputation in the IT Services market for reliably delivering business results, providing leadership to drive transformation and partnering for client success. The company has been investing heavily to build up its brand presence worldwide through a full range of activities, which include an award winning global Public Relations programme, major sports sponsorships and a wide range of corporate social responsibility activities. The company's significant portfolio of sports partnerships over the past 5 years have cut across Formula 1 racing, Pro-cycling, Cricket and Running; while its community initiatives have ranged from health and wellness to youth education and environment conservation initiatives.



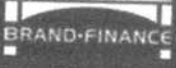
“The value of the TCS brand has increased rapidly over the past 3 years. Our 2012 rankings marks the first time an emerging markets headquartered firm has entered the top league in IT services.” said **David Haigh**, CEO and founder of Brand Finance. . “With a strong brand strategy and a refined sponsorship portfolio TCS has been able to improve both brand awareness and its profile globally. TCS' impressive brand value has gone from strength to strength; firmly establishing the company in the same league as the top western IT services firms - making them sit up and take note.”



The world's foremost expert on the strategic practice of marketing - S. C. Johnson and Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University, **Philip Kotler** said: “Unreported on most balance sheets, Brand value and reputation yet remain the most important assets for a company in today's hyper-competitive globalized marketplace. In this Marketing 3.0 world, successful modern brands need to reach out not only to the hearts and minds but also the spirits of their target audience. TCS is clearly a

For immediate use **PRESS RELEASE**

**2012 Brand Finance Ranking – IT Services– The “Big Four” (Top 4 ranked companies)**

| Rank 2012 |  | Domicile      | Brand Value 2012     | Brand Rating 2012 |
|-----------|-----------------------------------------------------------------------------------|---------------|----------------------|-------------------|
| 1         | IBM                                                                               | United States | \$39.1 billion       | AA+               |
| 2         | HP                                                                                | United States | \$21.7 billion       | AA+               |
| 3         | Accenture                                                                         | Ireland       | \$6.9 billion        | AA                |
| 4         | <b>Tata Consultancy Services</b>                                                  | <b>India</b>  | <b>\$4.1 billion</b> | <b>AA</b>         |

Source: [http://brandirectory.com/brands/industry\\_group/IT\\_Services](http://brandirectory.com/brands/industry_group/IT_Services)

**About Brand Finance**

Brand Finance plc, the world's leading brand valuation consultancy, advises strongly branded organisations on maximising their brand value through effective management of their brands and intangible assets. Founded in 1996, Brand Finance has performed thousands of branded business, brand and intangible asset valuations worth trillions of dollars. Its clients include international brand owners, tax authorities, Intellectual Property lawyers and investment banks. Its work is frequently peer-reviewed by the big four audit practices and its reports have been accepted by various regulatory bodies, including the UK Takeover Panel. Brand Finance is headquartered in London and has a network of international offices in Amsterdam, Bangalore, Barcelona, Cape Town, Colombo, Dubai, Geneva, Helsinki, Hong Kong, Istanbul, Lisbon, Madrid, Moscow, New York, Paris, Sao Paulo, Sydney, Singapore, Toronto and Zagreb.

Read more on Brand Finance here: [www.brandfinance.com](http://www.brandfinance.com) and the methodology used here: <http://brandirectory.com/methodology>

**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 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 March 31, 2012 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at [www.tcs.com](http://www.tcs.com).

**Media Contacts:**

|                        |                                                                                                                              |                                     |
|------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| <b>Global</b>          | <a href="mailto:pradipta.bagchi@tcs.com">pradipta.bagchi@tcs.com</a>                                                         | +91 22 67789999                     |
| <b>Europe &amp; UK</b> | <a href="mailto:abhinav.kumar@tcs.com">abhinav.kumar@tcs.com</a>                                                             | +32 22821927                        |
| <b>India</b>           | <a href="mailto:h.ramachandra@tcs.com">h.ramachandra@tcs.com</a><br><a href="mailto:shamala.p@tcs.com">shamala.p@tcs.com</a> | +9122 67789078<br>+ 91 22 6778 9081 |
| <b>USA/Canada:</b>     | <a href="mailto:m.mccabe@tcs.com">m.mccabe@tcs.com</a>                                                                       | +1 646 313 4594                     |
| <b>Asia Pacific</b>    | <a href="mailto:sean.davidson@tcs.com">sean.davidson@tcs.com</a>                                                             | +65 9139 3668                       |