TCS/PR/SE-17/2014-15

July 30, 2014

**National Stock Exchange of India Limited**
**Exchange Plaza, Bandra Kurla Complex**
**Mumbai**
**Fax No. 26598237 / 38**
**Kind Attn: Manager, Listing Department**

**BSE Limited**
**P.J. Towers, Dalal Street**
**Mumbai**
**Fax No. 22722037/22723121**
**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 **"Tata Consultancy Services Named Official IT Consultancy Partner of the Standard Chartered Singapore Marathon 2014"** 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 Named Official IT Consultancy Partner of the Standard Chartered Singapore Marathon 2014

## First Marathon Sponsorship in Asia Pacific Region Extends TCS' Global Portfolio of Major Running Events

**Singapore | Mumbai July 30, 2014:** Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading IT services, consulting, and business solutions firm, today announced it is the Official IT Consultancy partner of the Standard Chartered Singapore Marathon 2014 (SCMS). TCS will provide a mobile application and technology support for the event. The race is the latest of a broad portfolio of major running events TCS sponsors and supports worldwide, including the TCS NYC Marathon.

"TCS is excited to be the IT Consultancy partner of the Standard Chartered Singapore Marathon 2014, a first time relationship with a major running event for us in the Asia Pacific region, and our Singapore and regional teams look forward to participating along with our clients and partners, said Vish Iyer, President, TCS Asia Pacific, based in Singapore. "SCSC 2014 is an outstanding platform for us to combine our commitment to running and health and well-being in general, which is personified by the TCS Fit4Life program, along with our outstanding and proven capabilities providing technology platforms to leading Marathon and running events worldwide".

Lawrence Robertson, Commercial Director, Spectrum Worldwide, SCSM event organizers, commented: "We're delighted that TCS has chosen the Standard Chartered Marathon Singapore as its first Marathon Sponsorship in Asia Pacific. Their involvement in this year's race is a testament to the stature of the event in this part of the world and we look forward to working closely with the TCS team in developing a world-class Race App for our participants."

An integral part of TCS's involvement with the SCMS 2014 will be the development of a Race App, delivered in collaboration with event organiser Spectrum Worldwide, which will be made available to all participants in the build-up to race day on Sunday, 7 December 2014. The App will be available on all iOS and Android Smartphones in Singapore from mid-September onwards and will host a range of training and race day features; providing all the necessary information and technological assistance a runner will need for this year's edition of SCMS.

With a number of international running events already in its impressive portfolio, TCS's new partnership with the SCMS signals its first foray into Southeast Asia. Singapore's marquee running event will now sit alongside TCS' title sponsorship of the New York Marathon and its official support for the Chicago, Mumbai and Amsterdam Marathons, as well as the Bangalore World 10K.

The launch of public registration for the SCSM 2014 opened on Wednesday, 16 July. For all event details, please visit marathonsingapore.com

For more details on TCS sponsored running events, including the TCS NYC Marathon, please visit http://www.tcs.com/about/corp_facts/sponsorships

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**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 300,000 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.

**About Spectrum Worldwide**

Spectrum Worldwide is a leading event management and experiential marketing company operating throughout the Asia Pacific region. For more than 20 years, Spectrum Worldwide has created and managed tailored experiences that not only bring to life our clients' brands, but also provide opportunities for companies to showcase their core values in a memorable and compelling way. Through long-standing partnerships with multi-national companies throughout the region, Spectrum Worldwide has consistently delivered groundbreaking, iconic events including the Standard Chartered Marathon, Red Bull Flugtag Singapore, and the Singapore Red Bull Speed Street Singapore and KL. Spectrum is also expanding its footprint across the region and cementing its foothold in the cycling market through Cycle Asia, a network of premier cycling events across Asia. Spectrum's approach centres on understanding clients' needs, and designing and delivering the best event solutions based on our years of experience. For more information, go to: www.sww.com.sg

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**For more information, please contact:**



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