



TCS/PR/File-BSE& NSE/2010-11/37

February 9, 2011

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Mumbai.
Fax No. 2659 8237 / 38
Kind Attn: Manager, Listing Department

Dept. of Corporate Services
Bombay Stock Exchange Limited
Mumbai
Fax No. 2272 2037 / 2272 3121
Kind Attn: Mr. Bhushan Mokashi
General Manager

Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of a Press Release titled "UAE's integrated telecom service provider du selects Tata Consultancy Services as an IT Managed Services partner" 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

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TATA CONSULTANCY SERVICES

For immediate use

PRESS RELEASE

UAE's integrated telecom service provider du selects Tata Consultancy Services as an IT Managed Services partner

MUMBAI, India & Dubai, UAE: February, 9, 2011 – Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions firm has signed a five year contract with du – the integrated telecom service provider in the United Arab Emirates. As an IT Managed Services Partner, TCS will support du in its efforts to enhance customer excellence and service delivery levels.

This agreement supplements du's aggressive growth strategy and its continuous focus on enhancing the company's capabilities in service delivery, enriching customer experiences, offering a better scope in developing and managing customer-centric products and services, besides creating more value for shareholders.

The agreement was signed in a ceremony attended by Fahad Al Hassawi, Chief Human Resources and Shared Services Officer, du, and Mr Girish Ramachandran, VP and Head - Middle East, Africa and Mediterranean, TCS, in the presence of Saleem M. Al-Balooshi, Senior Vice President – Technology and Wholesale Operations at du, and Mr. Manoj Agarwal, Regional Director- TCS Middle East and North Africa.

Fahad Al Hassawi, Chief Human Resources and Shared Services Officer, du, said: "In a dynamic business sector such as telecom we are constantly looking at enhancing customer experience – made possible by further enhancing our IT operations. With TCS' capabilities we expect to further streamline our efficiencies in service delivery quality of service, as well as bringing best practice in IT operations."

Mr. Girish Ramachandran, VP and Head - Middle East, Africa and Mediterranean, TCS, said: "We are delighted to be chosen as a strategic partner to du. With our strong global telecom expertise we are committed to delivering service improvement, flexibility and predictability to du's IT, which will support du's progressive strategy to enhance customer experience."

TCS Public

Experience certainty. IT Services,
Business Solutions
Outsourcing



TATA CONSULTANCY SERVICES

TCS started its operations in the Middle East in 1973 and today Middle East & Africa contribute a significant portion of TCS revenue from the developing countries market segment. We do business with some of the top government and private business houses in the different countries that we operate in the region. The nature of projects we execute in the region both from a sheer volume & complexity perspective speaks strongly of our service quality and delivery capabilities. These projects in many ways are unique and create references for TCS. TCS MEA has the world's best trained IT consultants working in nearly 12 countries, deployed in various client locations and offshore delivery centers. http://www.tcs.com/worldwide/middle_east_africa/locations/Pages/default.aspx

About du

du, the integrated telecom service provider in the UAE, launched mobile telecommunication services in February 2007 across the UAE, in addition to internet and pay TV services that du provides in some of the free zones of Dubai. Call Select, du's nationwide fixed line services for voice telephony, was launched in July 2007. By the end of 3rd quarter of 2010, over 4 million people in the UAE had chosen to become du mobile customers.

Among du's many firsts is its historic Number Booking Campaign for both individuals and business, Pay by the Second billing system, Mobile TV, Mobile Payments, first of its kind 'WoW' recharge card (which offers customers the choice between 'more credit', 'more time' and now the 'more international' recharge option with additional credit on international calls) and Self Care.

For business customers, du business offers include Closed Business User Group and preferred International Destinations. du Broadcast Services division brings scalable media technology platforms and telecommunication solutions to the broadcast community through its world-class teleport (Samacom) and Master Control Room (MCR) facilities.

du products and services for consumers and business are available through du's retail network, currently numbering 37 du shops located in strategic locations across the UAE, including the recently opened flagship store located in the heart of Abu Dhabi. In addition, customers can access du products and services at more than 3000 authorised dealers or through the du e-shop, accessible at <http://shop.du.ae> du shops are a one-stop-shop for mobile service, carrier select and the payment of service bills.

du is 39.5 per cent owned by the UAE Federal Government, 19.75 per cent by Mubadala Development Company, 19.5 per cent by Emirates Communications & Technology Company LLC and the remaining stake by public shareholders. It is listed on the Dubai Financial Market (DFM) and trades under the name du.

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TATA CONSULTANCY SERVICES

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services 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 186,500 of the world's best trained IT consultants in 42 countries. The Company generated consolidated revenues of US \$ 6.3 billion for fiscal year ended 31 March, 2010 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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