TCS/PR/SE-30/2014-15

September 8, 2014

National Stock Exchange of India Limited
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Bandra-Kurla Complex
Mumbai
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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 a Leader in Business Analytics BPO Services by IDC MarketScape"** 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

TCS Recognized as a Leader in Business Analytics BPO Services by IDC MarketScape

Report Cites TCS' Analytics Services, Academic Interface Programs, Innovation Investments, Significant Industry Experience, Technical Skills and Delivery Capabilities

New York | Mumbai, September 8, 2014: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting and business solutions organization, today announced it has been designated as a Leader in Business Anlytics (BA) BPO Services by the prominent global market intelligence firm, IDC, in their report titled, *"IDC MarketScape: Worldwide Business Analytics BPO Services 2014 Vendor Assessment."(Doc # 249299),* published in June 2014.

The report highlights TCS' full service offerings in the business analytics space, providing solutions throughout the value chain, from data management to descriptive, predictive and prescriptive analytics across multiple industries. IDC also highlighted the strength of TCS' portfolio of technology-enabled analytics that addresses business challenges across sales and marketing, risk, supply chain operations, financial performance, and more.

IDC MarketScape criteria selection, weightings and vendor scores represent well-researched IDC judgment about the market and specific vendors. The research includes analysis of 13 leading BA BPO service providers with broad portfolios on a global scale that span IDC's services research coverage.

The report states that "TCS empowers businesses with analytics and insights to support strategic decision making. With its team of skilled research and analytics resources, portfolio of patent-pending analytical models, Big Data hardware and software systems, and analytics platform deployed on the cloud, TCS creates value for its customers."

"IDC's recognition of TCS is a testament toward the innovative analytics and insights we deliver to our customers," said Abid Ali Neemuchwala, Global Head, TCS BPS Services. "Our data scientists, industry domain experts, Big Data and Business Intelligence experience, and analytics technology platforms and solutions, have helped our global customers increase their business agility and market responsiveness."

Extracting valuable insights and return-on-investment from analystics is top of mind when deploying Big Data and Business Intelligence technologies. Enterprises globally are focused on leveraging data analytics to improve customer experience and financial performance, overcome competitive pressure and meet regulatory requirements. TCS' analytics shared services and 'centers of excellence' address these requirements, allowing customers across the world to achieve strategic business goals.

About IDC MarketScape:
IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a

single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors..

About TCS Business Process Services (BPS)

Business Process Services (BPS) at TCS is about managing and executing business operations. Our domain expertise helps deliver core business processing across industries, analytics and insights and support processes such as accounting, HR and supply chain management. TCS partners with customers to accelerate co-transformation, and generates business value for customers through delivery excellence, risk management, and innovative models such as Platform BPS which delivers process as a service. With annual BPS revenues of greater than US$ 1.6 billion, TCS is one of the largest BPS providers with 60,000+ employees servicing 275+ customers across the globe.

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 over 305,000 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.

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