TCS/PR/SE-54/2014-15

November 19, 2014

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 **"TCS Business Process Services Inducted by Palladium Group into the Balanced Scorecard Hall of Fame"** 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 Business Process Services Inducted by Palladium Group into the Balanced Scorecard Hall of Fame

NEW YORK | MUMBAI, November 19, 2014: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting and business solutions organization, today announced that the Palladium Group, Inc. has inducted TCS' Business Process Services (BPS) unit into the 2014 Palladium Balanced Scorecard Hall of Fame for Executing Strategy. The Hall of Fame honors organizations that have achieved outstanding performance using the Balanced Scorecard (BSC), a strategy management framework created by Palladium founders Dr. Robert Kaplan and Dr. David Norton. Past honorees include 194 organizations from nearly 40 countries, including corporations, government entities and non-profits.

"We are pleased to induct TCS into the Hall of Fame, a prestigious global honor awarded to elite organizations who have achieved and sustained breakthrough performance through use of the Kaplan-Norton Strategy Management System," said John McClellan CEO of the Paladium Group. TCS' Business Process Services unit has demonstrated breakthrough performance while realizing full financial value of their strategy through outstanding execution. Adoption of the BSC has helped TCS grow quickly from a new entrant to a market leader in the nine years since its launch, making it the perfect candidate for induction in the Hall of Fame."

"TCS' BPS industry leadership is a result of well thought out strategy and disciplined execution with focus and rigor," said Abid Ali Neemuchwala, Global Head of Business Process Services at TCS. "The BSC has provided a framework to align with customers, amongst our leadership and TCS associates. Helping our associates direct their passions with organizational objectives has enabled us to achieve a balance between long term strategic thinking and short term operational precision."

To keep up with today's rapidly changing and complex business landscape, enterprises must revisit their approach to achieving business growth, staying agile and maintaining their responsiveness to the market. Global business leaders are seeking BPS partners who can help simplify and enhance their business processes, enable better compliance and digitally reimagine their business models for the future.

The Balanced Scorecard (BSC) has enabled TCS to be more relevant to global business leaders. CxOs are seeking straight through processing for all transactional activities, mobile device based dashboards and analytics for agile decision making, and utilization of social channels to engage with customers and vendors, with the goal of replacing elaborate workflows. TCS' adoption of the BSC has allowed for execution of the right strategy through services, solutions, frameworks, and tools that address CxO expectations, helping them to proactively manage risk and meet strategic goals of business growth and agility. This includes TCS' FORE™ simplification methodology, Robotic Process

Automation framework, platforms providing Business Process as a Service, and its TRAPEZE™ solution accelerators.

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 through 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 310,000 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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