TCS/PR/SE-76/2018-19

September 6, 2018

Manager, Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex
Mumbai
Symbol: TCS

The General Manager, Listing Department
BSE Limited
P.J. Towers, Dalal Street
Mumbai 400001
Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of the Press Release titled **"Maxim Integrated Partners with TCS on CRM Sales Transformation to Accelerate Business Growth"** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,
For **Tata Consultancy Services Limited**

Rajendra Moholkar
Company Secretary

TATA CONSULTANCY SERVICES
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Corporate Identification No. (CIN) : L22210MH1995PLC084781

For immediate use **PRESS** RELEASE

Maxim Integrated Partners with TCS on CRM Sales Transformation to Accelerate Business Growth

Tata Consultancy Services Implements State-of-the-Art Cloud CRM Platform to Foster Agile Sales Environment for Leading Integrated Circuit Manufacturer

SAN JOSE | NEW YORK |MUMBAI , September 6, 2018: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, today announced that it has successfully completed a CRM-based sales transformation program at Maxim Integrated Products, Inc. (NASDAQ: MXIM), a leading global manufacturer of analog and mixed-signal integrated circuits.

In order to create a sustainable competitive edge in the dynamic and complex semiconductor ecosystem, Maxim needed a streamlined and agile digital sales process to maximize its sales velocity. Maxim partnered with TCS to design a cloud-based, collaborative, intelligent and automated platform on the Microsoft Dynamics 365 CE to achieve this sales transformation.

TCS and Maxim reimagined the semiconductor 'Design-In to WIN' sales processes to empower Maxim's sales teams to tie their go-to-market approach tightly with their customer's needs, improving the customer experience. The simplified and integrated sales processes resulted in business agility and speed, and transformed Maxim's CRM into a system that engages with customers, maximizing return on investment. In addition, the solution enabled globally dispersed sales teams to effectively collaborate, resulting in higher sales productivity through automation, improved data quality and accelerated sales cycles.

"TCS used its expertise in design thinking and digital transformation capabilities to enable a highly collaborative and agile sales environment for Maxim's global sales teams," said V. Rajanna, Senior Vice President and Global Head, Technology Business Unit, TCS. "Leveraging our strong experience on Microsoft Dynamics 365 CE, we developed a best-in-class design, providing a robust, flexible and scalable system for Maxim. We look forward to continuing our partnership with Maxim in their exciting journey ahead."

"Our CRM implementation was aimed at streamlining end to end sales and marketing processes by implementing a nimble, unified and efficient platform to engage with customers," said Walter Curd, Vice President of IT, Maxim Integrated. "TCS presented Maxim with a cloud-based, intelligent environment based on Microsoft Dynamics 365 CE, and the automation so far has demonstrated the parameters we felt were essential to help our company's sales force achieve its transformation goals."

About Maxim Integrated, USA (MXIM)
Maxim Integrated develops innovative analog and mixed-signal products and technologies to make systems smaller and smarter, with enhanced security and increased energy efficiency. We are empowering design innovation for our automotive, industrial, healthcare, mobile consumer and cloud data center customers to deliver industry-leading solutions that help change the world. Learn more at http://www.maximintegrated.com

For immediate use **PRESS** RELEASE

About Tata Consultancy Services Ltd (TCS)
Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for the last fifty years. TCS offers a consulting-led, cognitive powered, integrated portfolio of IT, Business & Technology Services, and engineering. This is delivered through its unique Location Independent Agile delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has more than 400,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $19.09 billion for year ended March 31, 2018 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. TCS' proactive stance on climate change and award winning work with communities across the world have earned it a place in leading sustainability indices such as the Dow Jones Sustainability Index (DJSI), MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit us at www.tcs.com.

To stay up-to-date on TCS news in North America, follow @TCS_NA. For TCS global news, follow @TCS_News.

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