TCS/PR/SE-9/2019-20

April 8, 2019

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

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 "**TCS Named a Business Superbrand for the Fifth Consecutive Year"** 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**

TCS Named a Business Superbrand for the Fifth Consecutive Year

Tata Consultancy Services Recognised for its Brand Reputation, Deep Relationships with Customers, Thought Leadership, and Community Initiatives in the UK

LONDON | MUMBAI, April 8, 2019: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organisation, has been recognised as a Business Superbrand for the fifth year in a row.

The long-running annual survey is the 'gold-standard' benchmark for brands in the UK that set the agenda, have established reputations and offer their customers significant emotional and/or tangible advantages over competitors. For the 2018 edition, more than 1,500 brands were shortlisted. The two-track assessment process involved an independent and voluntary expert council made up of 26 senior industry figures, alongside a survey of 2,500 business professionals, a representative of UK businesses, with purchasing or managerial responsibility.

2018 was a milestone year for TCS in the UK and globally. The business celebrated five decades of industry-leading customer satisfaction, and reached a market cap of $100bn for the first time, with the UK among the company's fastest growing markets. Over the past decade, TCS has built a significant brand presence on the world stage, becoming a Strategic Partner to the World Economic Forum and European Business Summit, and has invested in a comprehensive portfolio of brand sponsorships, including the London Marathon, for which it developed the record-breaking official companion app.

The Business Superbrand accolade is testament to the work TCS has delivered for its customers over the last 12 months and the contribution the company has made to the UK economy. In 2018 TCS was recognised, also for the fifth year running, as the number one IT services organisation for customer satisfaction in the UK by Whitelane, a leading European research agency. This award was coupled with endorsements from Brand Finance and the CRF institute, which respectively named TCS as the fastest growing IT service brand for 2018 and one of the UK's top employers. In addition, TCS was recognised as Britain's Top Employer for the second year by the Top Employer Institute, in recognition of TCS' continued investment in its 17,000 employees across the country. The business was also the largest software consultancy in the UK to be certified gold for the UK's 'Investors in People' marque.

TCS has been working with local communities across the UK to develop and nurture the IT talent of tomorrow with the IT Futures programme. In 2018 alone, TCS engaged with a record number of young people through its Digital Explorers event series. The events took place in six cities across the UK; London, Birmingham, Peterborough, Liverpool, Bristol and Edinburgh, and saw over 100 TCS employees volunteering their time to encourage more than 1500 students to embrace digital and STEM skills.

Overall in 2018, TCS UK won or was nominated for more than 50 awards across departments and disciplines.

"It is an honour to see TCS' name once again next to renowned UK brands. This is testament to the positive contribution and impact made by each and every TCSer to our customers and to the UK economy," said **Shankar Narayanan, Country Head, TCS UK & Ireland**. *"The investments we have been making in our employees, in research and innovation, and in local communities have helped us create immense value for all our stakeholders. This is what has resulted in our outstanding business performance in the UK and the growth in brand value."*

Stephen Cheliotis, Chief Executive, TCBA and Chair, Superbrands UK, said, *"Tata Consultancy Services is a trusted partner to a vast array of organisations across the country, reliably helping them adjust to wide-ranging technological changes and empowering them to adapt and thrive. Helping protect and build their client's reputations has also facilitated TCS' own brand equity growth, winning a myriad of awards be that for their services, solutions or as an employer. Growing awareness through high-profile partnerships, such as its deep relationship with the London Marathon, and through its own events and comprehensive thought leadership, the TCS brand continues to go from strength to strength and deserves to be recognised by UK business professionals and experts alike as a Business Superbrand for the fifth year in a row."*

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 business, technology and engineering services and solutions. 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 over 417,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $19.09 billion in the fiscal 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 the UK, follow @TCS_UKI. For TCS global news, follow @TCS_News.

For immediate use **PRESS RELEASE**

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