



TCS/PR/File-BSE& NSE/2012-13/37

November 1, 2012

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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 **"Tata Consultancy Services Named a NYRR Senior Sponsor and the Exclusive IT Consulting Sponsor of the ING New York City Marathon"** 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

TATA CONSULTANCY SERVICES

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For immediate use **PRESS RELEASE**

Tata Consultancy Services Named a NYRR Senior Sponsor and the Exclusive IT Consulting Sponsor of the ING New York City Marathon

NEW YORK, November 1, 2012: Tata Consultancy Services (BSE: 532540, NSE: TCS), the leading IT services, consulting and business solutions organization, has been named a New York Road Runners (NYRR) senior sponsor and the exclusive IT consulting sponsor for the 2012 ING New York City Marathon to be held on Sunday, November 4, 2012. This is the third consecutive year that TCS has sponsored all three major U.S. marathons, including the 2012 Boston Marathon (April 16) and 2012 Bank of America Chicago Marathon (October 7).

At the ING New York City Marathon, TCS will serve as the inaugural presenting sponsor of the Marathon Lounge held at the Time Warner Center, a new initiative that will be open to the public throughout the Marathon weekend. The lounge will serve to provide visitors at the Time Warner Center with a slice of the Marathon experience including an interactive treadmill activity, pre-programmed with the marathon course, and a photo booth with backdrops of the course. In addition, there will be large plasma TV screens with continuous coverage of the marathon, free Wi-Fi internet service and mobile charging stations in a comfortable lounge setting. TCS is also the presenting sponsor of the Blue Line Lounge, the VIP finish line hospitality event, which will be held on marathon day at the Marathon Pavilion.

"We are delighted to strengthen our partnership with NYRR and their premiere property, the ING New York City Marathon," said N. Chandrasekaran, chief executive officer and managing director for TCS. "I greatly admire each and every participant who has held themselves to one of the highest standards of excellence and exhibited an unwavering determination. As a company, we strive to maintain many of the same values that these participants represent."

The company is expanding its relationship with the New York Road Runners and will also serve as an Official Sponsor of the New York Road Runner's Youth Jamboree and Mighty Milers Youth Programs. The Youth Jamboree is a free, all-day program that introduces children to running, jumping and throwing events while Mighty Milers is a youth in school running program to get kids moving and prevent obesity and illness.

This year's marathon will feature 35 runners on Team TCS. In addition, a number of TCS employees will be competing in the New York Road Runner's Dash to the Finish 5K on Saturday, November 3, 2012.

"Through our partnerships with the three major marathons in the United States, we have been able to share our company-wide mission of maintaining a healthy lifestyle and a commitment to well-being, excellence and achievement," said Surya Kant, President, North America, UK and Europe for TCS. "These events, with their unifying nature, serve as a great platform for employee engagement and engagement with the wider community."

In sponsoring these events and in keeping with TCS' commitment to corporate sustainability, TCS will engage with runners, friends and family, and the broader community to share the company's commitment to health and fitness, specifically in support of the education and prevention of diabetes. A growing problem, diabetes afflicts an estimated 346 million people worldwide and 8.3% of Americans. All proceeds raised by Team TCS at the ING New York City Marathon will go to the American Diabetes Association.

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For immediate use **PRESS RELEASE****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, BPO, 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 254,000 of the world's best-trained consultants in 42 countries. The company generated consolidated revenues of US \$10.17 billion for year ended March 31, 2012 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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About NYRR

New York Road Runners was founded in 1958 when a small group of passionate runners vowed to bring running to the people. Over the past 54 years, NYRR has grown from a local running club to the world's premier community running organization. NYRR's mission is to empower everyone, of all ages and abilities—beginners and competitive athletes, the young and the elderly, adult professionals and underserved schoolchildren—to improve their health and well-being through the power of running and fitness.

NYRR's races, community events, instruction and training resources, and youth programs give hundreds of thousands of people each year the motivation, know-how, and opportunity to start running and keep running for life. NYRR's premier event, the famed ING New York City Marathon, attracts the world's top pro runners and committed amateurs alike while also raising millions of dollars annually for charity and driving economic impact for the City. But NYRR is equally committed to the runners of tomorrow, passionately providing youth fitness programs that educate and inspire more than 100,000 kids in underserved communities in New York City, all 50 states, and around the world.

Headquartered in New York City, NYRR implements a unique nonprofit model that teams contributed and earned income to make all its efforts possible. To learn more, please visit www.nyrr.org.

About the ING New York City Marathon

NYRR's premier event, the ING New York City Marathon is the most loved and most inclusive marathon in the world, attracting elite athletes and recreational runners alike for the challenge and thrill of a lifetime. The race has grown tremendously since it began in 1970 with just 127 runners racing four laps of Central Park. Now, almost 50,000 participants from all over the globe flock to New York City every November for an adrenaline-filled road tour of all five boroughs, starting on Staten Island at the foot of the Verrazano-Narrows Bridge and ending in Central Park. Some run for prize money or bragging rights, others for charity or their personal best. All are cheered on by more than two million live spectators and a TV audience of 330 million.

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