



TCS/PR/File-BSE& NSE/2011-12/38

February 2, 2012

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Mumbai.
Fax No. 2659 8237 / 38
Kind Attn: Manager, Listing Department

Dept. of Corporate Services
BSE Limited
Mumbai
Fax No. 2272 2037 / 2272 3121
Kind Attn: Mr. Bhushan Mokashi
General Manager

Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of a Press Release titled **“TCS Ranked a Leader in Canadian SAP Implementation Ecosystem in an IDC MarketScape Report”** 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

TATA CONSULTANCY SERVICES

Tata Consultancy Services Limited

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For immediate use **PRESS RELEASE**

TCS Ranked a Leader in Canadian SAP Implementation Ecosystem in an IDC MarketScape Report

Report Cites TCS's Wide Range of Products, Global Network Delivery Model and Strong Relationship with SAP as Key Leadership Characteristics

Mumbai, February 2, 2012: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting and business solutions organization, announced today that it has been designated as a Leader in the Canadian SAP implementation market by the prominent global market intelligence firm IDC in its report, *IDC MarketScape: Canadian SAP Implementation Ecosystem 2010-2011 Vendor Analysis*. Among the attributes that garnered TCS the honor are its wide range of SAP products in Canada, the Company's Global Network Delivery Model (GNDM), and the strong relationship TCS has built with SAP.

IDC MarketScape reports are designed to identify factors for effectiveness and success in particular markets, both long and short term, and then evaluate vendors in the market against those factors. The key criteria for defining excellence in the study focused on a number of factors including evaluation of depth and breadth of SAP implementation service portfolios, flexibility and range of service delivery models, pricing options, implementation methodology frameworks, sales and marketing strategies, go-to market strategies, and delivery model capabilities and overall competitiveness.

"TCS is a leading offshore provider active in Canada, and it continues to significantly outperform the market average in both project-based IT services and SAP implementation services," said Jim Westcott, research manager, Application Services at IDC Canada in *IDC MarketScape: Canadian SAP Implementation Ecosystem 2010-2011 Vendor Analysis (December 2011)*. "One of TCS's advantages lies in its global delivery model, the Global Network Delivery Model (GNDM) that combines nearshore, regional, and offshore solutions centers. From a customer perspective, the GNDM offering provides access to a globally integrated resource base, using common processes and standard infrastructure components."

"TCS is committed to making Canadian enterprises successful in implementing SAP's enterprise & industry solutions as well as new offerings like SAP HANA," said Akhilesh Tripathi, Country Manager for TCS Canada. "IDC's recognition of TCS is a testament to the commitment and investments we have been making in the Canadian market to provide our SAP clients the experience of certainty."

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™ (GNDM), recognized as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 226,000 of the world's best-trained consultants in 42 countries. The company generated consolidated revenues of US \$8.2 billion for year ended March 31, 2011 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com.

For immediate use **PRESS RELEASE****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.

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