



TCS/PR/File-BSE& NSE/2012-13/6

May 2, 2012

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Bandra-Kurla Complex  
Mumbai  
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BSE Limited  
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Dalal Street  
Mumbai  
Fax. No. 2272 2037 / 2272 3121  
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 **"TCS Launches Digital Publishing Platform at MarkLogic 2012"** 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 Launches Digital Publishing Platform at MarkLogic 2012

*The Platform helps Publishers and Information Service Providers to realize their Vision of a Digital Enterprise*

**Washington, D.C., May 2, 2012:** Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting, and business solutions organization, today announced the launch of its Digital Publishing Platform (DPP) at MarkLogic World 2012 in Washington, D.C.

Publishing and Information Service providers see immense potential in developing new global revenue streams by quickly delivering content through multiple digital channels. As a result, the traditional product centric workflows in multiple silos, need to transform to content centric workflows that break the silos of content and processes to deliver a digital experience to its customers. TCS' Digital Publishing Platform will enable publishers to create, manage, distribute, optimize, and monetize content assets across multiple repositories and build workflows that help create digital products at a rapid pace and distribute through multiple channels seamlessly.

"Rapidly changing content consumption patterns are pushing the publishers and information service providers to transform into Digital Enterprises. Digital Enterprises provide dynamic content as product, produced through a flexible Digital Workflow, and transacted using Digital Business and Delivery systems," said **Kamal Bhadada**, Global Head of Media and Information Services industry vertical at TCS. "There is an urgent need for firms to transform into Digital Enterprises and fully exploit the opportunities provided by the digital world. Our Digital Publishing Platform provides a central foundation to the firms for their digital transformation journey."

The Digital Publishing Platform enables Publishers and Information Services firms to:

- Improve integration with their customer's content workflow due to the adoption of industry standards and service-based implementation approaches
- Liberate the content present in heterogeneous sources and unify the view of content to maximize reuse, repurpose and monetization
- Implement it as a bespoke or add-on solution due to its componentized, loosely coupled nature
- Enable granular access and rule-based aggregation of content to facilitate on-demand publishing through the use of XML first approach
- Improve collaboration and transparency within the enterprise

Based on best-of-breed technologies, industry best practices and standards, the Digital Publishing Platform can be extended or integrated into individual customer's current system landscape enabling maximal leveraging of the invested IT assets.

"TCS is committed to the Publishing and Information Services industry and has provided solution frameworks and platforms to help the industry address its market challenges and manage the 'Create to Consume' lifecycle of its content assets. We believe that our Digital Publishing Platform will significantly enhance the flexibility and reduce the time-to-market for the content publishers," added Bhadada.

For immediate use **PRESS RELEASE****About Tata Consultancy Services (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 238,500 of the world's best trained consultants in 42 countries. The Company generated consolidated revenues of US \$ 10.17 billion for year ended 31 March, 2012 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at [www.tcs.com](http://www.tcs.com).

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