



TCS/PR/File-BSE& NSE/2012-13/5

May 2, 2012

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

BSE Limited
P. J. Towers
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 Ranked a Leader in Worldwide Life Science Sales and Marketing IT Outsourcing 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

11th Floor Air India Building Nariman Point Mumbai 400 021 India
Tel 91 22 6778 9393 Fax 91 22 6778 9344 e-mail corporate.office@tcs.com website www.tcs.com
Registered Office 9th Floor Nirmal Building Nariman Point Mumbai 400 021

For immediate use **PRESS RELEASE**

TCS Ranked a Leader in Worldwide Life Science Sales and Marketing IT Outsourcing in an IDC MarketScape Report

Mumbai, May 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 Life Science Sales and Marketing IT Outsourcing market by the prominent global market intelligence firm IDC Health Insights in its report, *IDC MarketScape: Worldwide Life Science Sales and Marketing IT Outsourcing 2011 Vendor Assessment* by program director Eric Newmark.

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 report provides an assessment of where the life science sales and marketing IT outsourcing market is going, how the major vendors stack up, and what criteria are most important for life science companies to consider when selecting an IT outsourcing vendor.

In the current environment, companies in the life sciences space are facing a host of daunting challenges from declining revenues and increased competition, to rising R&D costs and demands for shortening product development cycles and reducing time-to-market. TCS' life sciences division offers innovative technology, business and outsourcing solutions across the value chain for life sciences organizations helping them as they adapt to these industry trends and developments.

"TCS is committed to helping life science companies leverage technology to simplify and manage their sales and marketing initiatives, as well as improve their overall market intelligence. IDC's recognition of TCS' leadership in this space attests to our superior life science sales and marketing services and offerings." said **Debashis Ghosh**, President of TCS' Life Sciences, Manufacturing & Energy Business Group.

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.

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 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.

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TCS media contacts:

Global: pradipta.bagchi@tcs.com - Phone: +91 22 6778 9999

India: h.ramachandra@tcs.com - Phone: +91 22 6778 9078 shamala.p@tcs.com + 91 22 6778 9081

USA/Canada: m.mccabe@tcs.com - Phone: +1 646-313-4594

Europe/UK: abhinav.kumar@tcs.com - Phone +32 474308423

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