TCS/PR/File-BSE& NSE/2012-13/59

March 4, 2013

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 adds over US$ 1 billion in brand value"** 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

For immediate use **PRESS** RELEASE

TCS adds over US$ 1 billion in brand value

Consolidates position as "Big Four" IT Services brand

- Brand value stands at US$ 5,247 million in 2013, up from US$ 4,068 million in 2012
- Attains the highest rating of AA+ in brand strength

Mumbai | London, March 4, 2013: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting, and business solutions organization announced today that it has added US$ 1,179 million in brand value over 2012, growing by 28.9% annually to reach the US$ 5 billion brand value mark. It also retained its position among the "Big 4" most valuable IT services brand worldwide - in the ranking carried out by Brand Finance, the world leading brand valuation firm. Brand Finance assesses the dollar value of the reputation, image and intellectual property of the world's leading companies. Brand Finance's brand valuations are frequently peer-reviewed by top audit practices, accepted by various regulatory bodies and used by leading global brands as a performance benchmark.



N. Chandrasekaran, CEO and Managing Director of TCS said: "TCS continues to deliver market leading performances across both financial and brand related metrics. The rapid evolution and recognition of our brand at a global level is a testament to the passion and dedication of our more than 260,000 employees, who as "brand ambassadors" continue to ensure an industry leading client experience, which keeps strengthening our reputation and brand in the global market."

TCS has developed a strong reputation in the IT Services market for reliably delivering business results, providing leadership to drive transformation and partnering with its clients. The company has been investing heavily to build up its brand presence worldwide through a full range of award winning activities. Recently TCS had won the ITSMA Diamond award for Global Marketing and Communications excellence. The company has been awarded Platinum + Status globally in the Corporate Responsibility Index carried out by BiTC. Its employee brand has been recognized through multiple certifications and the company and its CEO have received several business leadership awards in 2012.



"TCS continues its rapid increase in brand value and cements is position as a "Big Four" IT services brand. The company's strong performance across brand related activities such as client engagement, community development, sponsorships, and employee satisfaction has earned TCS a place in the elite club of only three AA+ rated IT Services Brands." said **David Haigh**, CEO and founder of Brand Finance. "An example combining all these factors is the TCS Amsterdam Marathon where TCS engaged over 1200 clients and employees and the event raised 115,000 Euros for the fight against cancer. This translated into 145,000 people becoming aware of TCS - the equivalent of almost 20% of the population in the city of Amsterdam."

TCS is also the single largest contributor to the overall Tata Brand, which is now ranked as the world's 39th most valuable brand with a combined brand valuation of US$ 18,169 million.

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Brand Finance's Top 10 Global IT Services Ranking can be accessed here:
http://brandirectory.com/brands/industry_group/IT_Services

About Brand Finance

Brand Finance plc, the world's leading brand valuation consultancy, advises strongly branded organisations on maximising their brand value through effective management of their brands and intangible assets. Founded in 1996, Brand Finance has performed thousands of branded business, brand and intangible asset valuations worth trillions of dollars. Its clients include international brand owners, tax authorities, Intellectual Property lawyers and investment banks. Its work is frequently peer-reviewed by the big four audit practices and its reports have been accepted by various regulatory bodies, including the UK Takeover Panel. Brand Finance is headquartered in London and has a network of international offices in Amsterdam, Bangalore, Barcelona, Cape Town, Colombo, Dubai, Geneva, Helsinki, Hong Kong, Istanbul, Lisbon, Madrid, Moscow, New York, Paris, Sao Paulo, Sydney, Singapore, Toronto and Zagreb.

Read more on Brand Finance here: www.brandfinance.com and the methodology used here:
http://brandirectory.com/methodology

Brand Finance's Global IT Services Ranking can be accessed here:
http://brandirectory.com/brands/industry_group/IT_Services

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 263,000 of the world's best-trained consultants in 44 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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