



TCS/PR/File-BSE& NSE/2012-13/28

September 4, 2012

National Stock Exchange of India Limited
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Dalal Street
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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 **"Tata Consultancy Services (TCS) appointed Official Information Technology Partner to BMW Berlin 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

Encl: as above

TATA CONSULTANCY SERVICES

Tata Consultancy Services Limited

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For immediate use **PRESS RELEASE**

Tata Consultancy Services (TCS) appointed Official Information Technology Partner to BMW Berlin Marathon

- Marks increased focus on Germany as a key growth region for the company
- Takes up technology partnership tally to 4 of the world's top 5 marathons – Boston, Chicago, New York and now Berlin
- Continues global effort to promote wellness and community development

Berlin , September 4, 2012 : Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions organization, has signed an agreement with Sport-Club Charlottenburg e.V. (SCC) to become the "Official Main Sponsor of the BMW Berlin Marathon" over the three year period 2012-2014. TCS will also serve as the marathon's Information technology partner, providing technologies such as mobile applications, to improve the experience of the sport.

This announcement comes during a period that TCS has been focusing on significantly expanding and localizing its German operations, which have tripled in size over the past five years. TCS has over 3,000 consultants working for over 80 German and Austrian clients, including 14 of the DAX 30 companies. The TCS Central Europe head office is located in Frankfurt am Main, with offices in Düsseldorf, Hamburg, Stuttgart, Walldorf, Wolfsburg, and Vienna.

The appointment takes TCS's tally of partnerships with the world's leading marathons to four. The company has tie ups with four of the five marathons considered the most prestigious "Major" races - Boston, Chicago, New York City and now Berlin. It is also a title sponsor of the TCS Amsterdam Marathon, the TCS World 10K in Bangalore and associate sponsor of the Standard Chartered Mumbai Marathon.

Noting the increasing health problems that arise from sedentary lifestyles and stress, TCS has developed a global emphasis on fitness, backing running programmes and marathons to promote wellness and community development through sports.

"Running is an inclusive sport that anyone can take up – all they need is a pair of shoes and determination. We are constantly looking at ways to promote wellness and a sense of belonging in the communities we operate in. Given the core position that Germany holds in our global operations, we are pleased to support the marathon in Berlin as part of our larger commitment to the community," said **N. Chandrasekaran** the company's **CEO and MD**, an avid runner who has completed marathons across the world in cities such as Boston, Chicago, Mumbai, New York, Prague and Stockholm. He also ran at the BMW Berlin Marathon in 2011.

For immediate use **PRESS RELEASE**

As the BMW Berlin Marathon's technology partner, TCS is developing a mobile application to aid the runners, as well as their family and friends. An in-built tracking system will serve as a training guide to the participants, provide general information on the marathon, and help the audience to locate runners on the race route by name and number. It will also guide spectators to local attractions and the best spots along the route to watch their favorite athletes.

"Over 38 years of its history, the BMW Berlin Marathon has emerged as one of the world's top-most tier events and is considered a must on the itinerary of any elite runner. We are pleased to have Tata Consultancy Services as our main sponsor and information technology partner. We look forward to leveraging their world renowned prowess in technology in taking the race to the next level," said Mr. Christian Jost, CEO of SCC EVENTS GmbH, the entity that organizes the event.

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 (GNDM™), recognized as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 243,000 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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