TCS/PR/SE-18/2013-14

August 5, 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 **"Australian Pharmaceutical Industries Selects TCS for Integration of SAP ERP program"** 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
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For immediate use **PRESS** RELEASE

Australian Pharmaceutical Industries Selects TCS for Integration of SAP ERP program

TCS and SAP to enhance IT systems across API's retail and wholesale operations

Sydney/ Mumbai, India, August 5, 2013: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions firm, today, announced that it has been selected by Australian Pharmaceutical Industries (API), a leading beauty and health retail company in Australia to deliver a major IT and business transformation program whereby TCS will deliver SAP technology to unify and enhance mission-critical IT systems across API's retail and wholesale operations.

After a series of mergers and acquisitions and fast-paced business growth, API needed to update and replace many of its key IT systems. API selected TCS as its strategic partner and under the terms of the agreement, TCS will deliver API with a SAP ERP platform that integrates with API's legacy systems providing improvements in mission-critical business operations such as Merchandising, Sales and Customer Service, Logistics and Finance. API will benefit from enhanced customer service capabilities, improved logistics and finance processes, and better operational efficiencies.

Stephen Roche, Chief Executive Officer, API said, "We are confident that partnering with TCS will achieve our key objectives of enhanced customer capabilities and realizing the associated efficiencies to position API competitively for the future."

"API is a key win for TCS as it expands our footprint in retail and further demonstrates our leadership as an SAP partner and solution provider of choice", said Deborah Hadwen, CEO, TCS - Australia and New Zealand. "By adopting the combination of TCS services and SAP technology to enhance its IT operations, API will have a state-of-the art technology infrastructure that will deliver a competitive edge in the fast paced retail marketplace."

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 276,000 of the world's best-trained consultants in 44 countries. The company generated consolidated revenues of US $11.6 billion for year ended March 31, 2013 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 Australian Pharmaceutical Industries (API)

Australian Pharmaceutical Industries Limited (API) has developed into one of Australia's leading beauty and health retail companies. API is one of the leading service providers to the pharmacy industry in Australia and today has a relationship with more than 4000 independent pharmacies. The services include wholesale product delivery, retail services, marketing programs and business advisory services. API also owns and operates the Priceline retail store brand that is a leading health and beauty brand in Australia. The company has product manufacturing capabilities and it is a niche player in over-the-counter pharmaceuticals and toiletries, which supply the Australian and New Zealand markets. API is the leading franchisor in the pharmacy industry, with more than 150 Priceline Pharmacy stores, it provides the pharmacist franchisees a total retail model. Combined with the traditional Priceline stores that the company owns, API provide health and beauty products that meet the needs consumers. For more information, visit us at www.api.net.au

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