TCS/PR/SE-49/2014-15

November 12, 2014

National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex
Mumbai
Kind Attn: Manager, Listing Department

BSE Limited
P.J. Towers
Dalal Street
Mumbai
Kind Attn: General Manager,
Department of Corporate Services
Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of the Press Release titled **"TCS Recognized as Leader by HfS Research in Retail BPO"** 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
11 th 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
Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS** RELEASE

TCS Recognized as Leader by HfS Research in Retail BPO

Report Cites Value Beyond Cost and Investment, Technology Integration in Business Process, Continious Improvement, and Industry Specific Capabilities as Key Strenghts

NEW YORK | MUMBAI, November 12, 2014: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting and business solutions organization, today announced it has been recognized in the "Winner's Circle" among the top worldwide Retail BPO service providers by the analyst firm HfS Research in its "Blueprint Report on Retail BPO Services," authored by analyst Reetika Joshi.

The HfS Blueprint identifies several key differenciators between service providers, placed in the "Winner's Circle" for their demonstrated excellence in execution and innovation. From an execution perspective, these providers have developed strong client relationships and real-world delivery solutions and are flexible in meeting clients' needs. Innovation represents providers' strong vision, plans to invest in future capabilities and the ability to leverage external drivers to increase value for their clients.

The report highlights TCS' large footprint in digital content management, promotion management and search engine optimization, in addition toTCS' ability to help retailers grow and integrate their ecommerce business along with brick and mortar opperations. The report also cites TCS' technology, ecommerce, retail domain expertise, and industry thought leadership in serviing its expansive retail clientele.

"We are proud to be recognized in the HfS'Winner's Circle' for helping retailers around the world meet their strategic business objectives of growth, agility and efficiencies," said Abid Ali Neemuchwala, Global Head of Business Process Services at TCS. "Our strategic investments in building domain expertise, retail analytics offerings, technology accelerators, and platforms has created value for customers globally."

The retail industry is undergoing a tectonic shift as the competitive landscape changes. Ecommerce, consumer expectations, behaviours, demographics, and psychographics are fast changing. Retailers are seeking partners who can help them respond with agility to these changes, and help them grow while managing costs. TCS, with it's industry knowledge, proven simplification methodology FORE™, solution accelerators TRAPEZE™, and its robust delivery mechanism through its Global Network Delivery Model (GNDM™), partners with leading retailers around the world to meet these needs.

About HfS Research

HfS Research is the leading independent global analyst authority and knowledge community for the business and IT services industry. HfS serves the research and strategy needs of business and IT operations leaders across finance, supply chain, human resources, marketing, customer management, and core industry functions. HfS provides detailed and thoughtful analyst coverage of the various areas that impact successful business outcomes, namely, process automation and outsourcing, global business services frameworks, mobility, analytics, and social collaboration. HfS also focuses heavily on talent acquisition, development, and motivation strategies. HfS applies its acclaimed crowdsourced Blueprint Methodology TM to evaluate the performance of service providers in terms of innovating and then executing against those business outcomes.

For immediate use **PRESS** RELEASE

About TCS Business Process Services (BPS)
Business Process Services (BPS) at TCS is about managing and executing business operations. Our domain expertise helps deliver core business processing across industries, analytics and insights and support processes such as accounting, HR and supply chain management. TCS partners with customers to accelerate co-transformation, and generates business value for customers through delivery excellence, risk management and through innovative models such as Platform BPS which delivers process as a service. With annual BPS revenues of greater than US$ 1.6 billion, TCS is one of the largest BPS providers with 60,000+ employees servicing 275+ customers across the globe.

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, BPS,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 310,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $13.4 billion for year ended March 31, 2014 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com.

Follow TCS on Twitter.
Subscribe to an RSS Feed of TCS Press Releases.

TCS media contacts:

Global	Email: pradipta.bagchi@tcs.com Phone: +91 22 6778 9999
Europe / UK	Email: abhinav.kumar@tcs.com | ashish.babu@tcs.com Phone: +32 2282 1927 | +44 078 418 92227
India	Email: h.ramachandra@tcs.com | shamala.p@tcs.com Phone: +91 22 6778 9078 | +91 22 6778 9081
USA / Canada	Email: b.trounson@tcs.com Phone: +1 646 313 4594
Asia Pacific	Email: sean.davidson@tcs.com Phone: +65 9139 3668
Australia and New Zealand	Email: alex.goldrick@tcs.com Phone: +61 (2) 8456 2800
Latin America	Email: irais.moyat@tcs.com Phone: +5255 9157 8282

###