TCS/ PR/SE-61/2013-14

February 12, 2014

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 Recognized as a Leader in NelsonHall's NEAT Vendor Evaluation for Life, Annuities & Pensions BPO (Overall market segment)"** 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 Recognized as a Leader in NelsonHall's NEAT Vendor Evaluation for Life, Annuities & Pensions BPO (Overall market segment)

Report Cites TCS' Strong Ability to Deliver Immediate Benefits and Capabilities to Meet Customers Future Requirements

New York / Mumbai, February 12, 2014: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting and business solutions organization, announced today its 'Leader' ranking in Nelson Hall's December 2013 NEAT vendor evaluation for Life, Annuities & Pensions BPO. (Overall market segment)

NelsonHall's vendor Evaluation & Assessment Tool (NEAT), part of its Speed-to-Source initiative, is a method by which sourcing managers can strategically evaluate vendors at the onset of the screening process. Using a two-axis model, vendors are assessed against their ability to 'deliver immediate benefit' to buy-side organizations and 'meet client future requirements.'The latter axis is a pragmatic assessment of the vendor's ability to take clients through an innovation journey over the lifetime of their next contract.Service providers are divided into four categories: Leaders, High Achievers, Innovators, and Major Players.

TCS' positioning as a "Leader" is based on a combination of analyst assessment, principally around measurements of its ability to deliver immediate benefit; and feedback from interviewing of vendor clients, primarily through measurements of levels of partnership and ability to meet future customer requirements.

"A core requirement within the LA&P BPO market is the ability to bring down the cost of legacy policy handling through platform consolidation and strong policy administration capabilities. TCS was early in developing platform-based offerings and has been successful in transferring policies to its TCS BaNCS platform. TCS will continue to be a major player in the U.K. closed- and open-block life BPO market, and is well positioned to succeed in continental Europe," said Fiona Cox, Research Analyst, Nelson Hall.

"TCS with its strong service delivery record and innovative leverage of technology through its BαNCS Platform has gained a significant mindshare with Insurance providers seeking efficient and effective operations. It indeed thrills us to have Nelson Hall recognize this by positioning us as a leader in their Life, Annuities & Pensions NEAT vendor evaluation," said Abid Ali Neemuchwala, Global Head, Business Process Services at TCS.

Insurers today are looking to address challenges including everchanging consumer demands, poor investment returns (low equity yields) and changes to regulation (Solvency II and RDR). They are increasingly turning to partners such as TCS to help them stay competitive in the market place. With TCS' BαNCS platform, customers can achieve best-in-class processes executed on best-of-breed technology, helping them to have better compliance and controls, a roadmap to business excellence and predictability in business results.

For immediate use **PRESS** RELEASE

About NelsonHall

NelsonHall is the leading global BPO, HRO and IT outsourcing research & analysis firm with analysts across the U.S., U.K. and Continental Europe.Founded in 1998, The Company takes a global approach to analysis of vendors and outsourcing markets and is widely respected for the quality and depth of its research. NelsonHall also offers a suite of "speed-to-source" tools, (NEAT), that assist buy-side executives in saving time and money, while enhancing the quality of their sourcing decisions, in business process outsourcing and IT outsourcing evaluations. In particular, NelsonHall helps organizations ensure that key BPO and ITO sourcing decisions are based on industry reality not market hype, providing the detailed and objective market and supplier knowledge required for sourcing success through its sourcing tools, online information, and unrivalled analyst access.

******

MEDIA CONTACT INFORMATION: Mark Ellis
Phone +44 (0)1344 393 220
Email: mark.ellis@nelson-hall.com

About TCS Business Process Services (BPS)

Business Process Services (BPS) at TCS is about managing & executing business operations. Our domain expertise helps deliver core business processing across industries, analytics & 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$ 1.44 billion, TCS is one of the largest BPS providers with 50,000+ employees servicing 225+ 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 290,000 of the world's best-trained consultants in 46 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.

TCS Media Contacts:

Global:	Email: pradipta.bagchi@tcs.com	Phone: +91 22 6778 9999
Europe / UK:	Email: abhinav.kumar@tcs.com	Phone +32 22821927
India:	Email: b.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