TCS/PR/File-BSE& NSE/2012-13/62

March 14, 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 wins "Best Performing Consultancy Brand" award in Europe**" 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 wins "Best Performing Consultancy Brand" award in Europe

- "Leadership" category award for exceptional growth in the company's brand value and strength
- First emerging markets headquartered firm to win this prestigious award, ahead of 5 final nominees from the Consulting and Technology Industry

Mumbai | London, March 14, 2013: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting, and business solutions organization, announced that it has been named the "Best Performing Consultancy Brand" at the MPF Awards for Management Excellence, which are held in association with *Harvard Business Review*.

Organized since 2002 in London, the MPF Awards (formerly called the European Leadership Awards), recognize the best managed professional firms in the world. The judges – a panel of 45 leading international management consultants and experts based in the UK, Europe, North America and Australia – look for commercial success and leadership, innovation, continuous performance improvement, and teamwork in the management team.

Recently, TCS announced an over US$ 1bn increase in brand value as measured by Brand Finance, the world-leading brand valuation firm. Brand Finance's assessment also confirm that TCS has improved its brand strength and now belongs to its industry's top club of three AA+ rated IT Services Brands. The TCS brand value stands at US$ 5,247 million in 2013, up from US$ 4,068 million in 2012, consolidating the company's position as "Big Four" IT Services brand.

Richard Chaplin, Founder & CEO at MPF said: "TCS' impressive increase in both brand strength and brand value was a key factor in winning this intensely competitive category. The shortlist included other Big Four IT services firms such as Accenture and IBM and last year's winner McKinsey & Co. This well deserved award for TCS marks the first time in 11 years that an emerging markets headquartered firm has been recognized as a top performer in any of our award categories."

Abhinav Kumar, European head of communications and marketing at TCS said: "This leadership award is extremely special for us since it represents recognition by our peer group of management consultants. We are committed to building a strong brand in the UK and European markets as a part of our core growth strategy. This recognition is a testimony to the rapid evolution of our brand, highlighting the strong market presence and reputation we have built with our clients, who have continued to reward us with industry leading growth and high satisfaction ratings – ultimately reflecting in over US$ 1 billion added to our brand value globally this year.

About the Managing Partners' Forum (www.mpfglobal.com)
The Managing Partners' Forum is the pre-eminent professional body representing those entrusted with leadership and management roles at professional firms. MPF provides tailored knowledge, insights and resources to help its members become more effective.

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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