TCS/ PR/SE-1/2014-15

April 14, 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 **"Big data insights for the World's biggest democracy"** 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

Corporate Identification Number (CIN) - L22210MH1995PLC084781

For immediate use **PRESS** RELEASE

Big data insights for the World's biggest democracy

TCS & Twitter India tie up to make election watching fun

1. TCS Launches iElect - first app to generate **real time** social insights in the Indian Elections
2. Analysed **> 3 million tweets** and counting
3. Gauging people's sentiment to **all top politicians, parties and issues**
4. Analyses Poll **Issues** people associate with **politicians**
5. Understands where **parties and candidates are making an impact**
6. Captures association of top politicians with **other celebrities**
7. Highlights Viral tweets making the noise
8. Captures what people **are talking about** and **what they are not talking about**
9. Everyone's a Pundit: allows users to predict, project their own calls on **Parliament of Elections 2014 and share on social media platforms**

Mumbai, India, April 14, 2014: Tata Consultancy Services (*BSE: 532540, NSE: TCS*), a leading IT services, consulting and business solutions organization, announced that it had launched iElect – a gamified app on the Android platform that generates social insights about India's General Elections in 2014.

"The TCS iElect app is a completely new way to observe, analyze and participate in the social conversations around the world's largest general elections. The users of iElect app will have access to fascinating insights and trends on a real-time basis. The app harnesses the power of social media, big data, analytics and mobility to make sense of what seems to be a complex web of conversations.

India has a large amount of smartphone users and almost 100 million first-time voters in general elections 2014. TCS iElect will be new and engaging for them to participate through the entire process with its gamified and interactive features," said Pradipta Bagchi, Vice President & Head corporate communication.

He also added we are excited to partner with Twitter India to make the entire election watching process fun and interactive.

Twitter India Market Director Rishi Jaitly said, 'We applaud TCS for their innovative iElect app that makes real time Twitter data and analytics around key political events & content accessible to every Indian. The app has opened up a unique engagement opportunity with Twitter content for our users.'

TCS has put its expertise in big data, cloud computing, analytics and social media to help the Indian voter understand the General elections 2014 through its app TCS iElect (Beta version) – to cut through the clutter; drown out the noise and make sense of the world's largest democratic event.

Try it out in the PLAY store: **https://play.google.com/store/apps/details?id=com.tcs.ielect**

iOS version coming soon.

Tweet your feedback to @iElect1 or @TCS_News on Twitter

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 285,000 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.

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