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February 15, 2011

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Mumbai.

Fax No. 2659 8237 / 38

Kind Attn: Manager, Listing Department

Dept. of Corporate Services
Bombay Stock Exchange Limited
Mumbai

Fax No. 2272 2037 / 2272 3121

Kind Attn: Mr. Bhushan Mokashi
General Manager

Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of a Press Release titled **"iON brings power of world-class technology to India's SMBs; Launches integrated, pay-per-use, cloud-based business solutions"**.

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

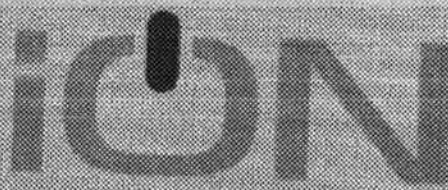
TATA CONSULTANCY SERVICES

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Press Release

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About iON:

TCS' SMB unit

iON is Tata Consultancy Services' strategic unit for Small and Medium Business.

iON provides end-to-end business solutions to the SMB segment, the growth engine of the economy.

iON will cater to the needs of multiple industry segments with best practices gained through TCS' global experience, domestic market reach, skills, know-how and delivery capabilities.

More information at tcsion.com

iON brings power of world-class technology to India's SMBs; Launches integrated, pay-per-use, cloud-based business solutions

- *First of its kind, pre-configured solution covers entire spectrum of business processes for SMBs*
- *Next Generation Service Delivery Model using Cloud Computing*
- *Pan India coverage with 85 Cloud Service Partners*
- *Over 135 customers have signed up for iON*

MUMBAI, February 15, 2011: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions firm announced the launch of iON - the first-of-its-kind fully integrated information technology solution for Small and Medium Business (SMB).

iON provides best-in-class, on-demand business solutions using the very latest in scalable cloud computing technology. It has been developed to deliver IT in the 3rd generation service model to SMBs. Using a pay-per-use business model, iON helps SMBs leverage world-class technology solutions as a key business differentiator. It removes the need for SMBs to invest in IT assets or retain scarce IT talent.

iON addresses the entire spectrum of an SMB's technology needs which range from business solutions like HR, finance, inventory, sophisticated domain-based ERP solutions as well as basic applications like email, document management and website services. iON is pre-configured with hardware, network and software bundled together and backed by business, technical and consulting services.

"iON will enhance India's global competitiveness by giving 35 million Indian SMBs access to world-class, simple-to-use and scalable technology tools. SMBs can use the power of iON to build their business advantage and compete on the global stage," said **Mr. N. Chandrasekaran**, Chief Executive Officer and Managing Director, Tata Consultancy Services, and Chief Architect, iON.

"Our endeavor has been to ensure the SMBs can grow smarter and faster by having latest technology solutions along with the advantage of a pay-per-use business model that frees up capital to re-invest in their core business. Though premiered in India, iON's cloud-based services and pay-as-you-use business model is also uniquely suited to SMBs in other developed and emerging markets," **Mr Chandrasekaran added.**



TATA CONSULTANCY SERVICES

"For the first time, SMB's can experience certainty in their operations by leveraging iON's comprehensive on demand solutions that are embedded with world-class business processes. The solutions assist SMB's to meet all compliance and statutory requirements, which are integral to business continuity and sustained growth", said **Mr. V Ramaswamy, Global Head, iON**. "Our 3rd generation service model allows SMBs to capture growth through seamless technology deployment and ongoing enhancement and support

iON has already garnered over 135 SMB customers. These SMB customers are experiencing the benefits of increased efficiencies; faster go to market, predictability of technology, talent on call and an expanded customer base as a result of iON's end-to-end integrated suite of cloud-based business solutions.

To provide SMB customers with seamless service, iON has created an eco-system of 85 Cloud Service Partners across India. iON's industry solutions are currently available for Manufacturing, Textiles Education, Retail, Quick Service Restaurants, Wellness and Professional Services.

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services 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 186,500 of the world's best trained IT consultants in 42 countries. The Company generated consolidated revenues of US \$ 6.3 billion for fiscal year ended 31 March, 2010 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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Press Release