TCS/ PR/SE-53/2013-14

January 21, 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 **"Tata Consultancy Services Introduces New Software Assurance Solution Co-Developed with Nissan"** 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

# Tata Consultancy Services Introduces New Software Assurance Solution Co-Developed with Nissan

*TCS Embedded Code Analyzer Assists Automotive and Other Hi-Tech Industry Firms to Improve Software Assurance Lifecycle*

**Tokyo and Mumbai, Jan 21, 2014:** Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions organization, today introduced TCS Embedded Code Analyzer (TCS ECA), a new solution that enhances the software assurance lifecycle for automotive, high-tech and other industries that develop products which rely on embedded software. TCS ECA has been developed by TCS in collaboration with Nissan Motor Co., Ltd (Nissan) in Japan and is available from distribution partner Yokogawa Digital Computer Corporation.

Embedded software is the center-point of a vast range of products manufactured across industries and quality software code is a necessity to ensure these products operate properly at all times. TCS ECA has been designed to combine TCS' leadership in engineering software solutions and services with Nissan's expertise in automotive software. TCS ECA is the most scalable product of its kind in the market today and can easily be customized to suit specific needs across industries.

TCS ECA helps manufacturers accelerate product development, produce more reliable products, reduce time-to-market, and lower costs attributed to software failure.. It helps the embedded software developer community improve the software quality and better comply with key regulations, such as MISRA-C and ISO 26262 in the automotive industry. TCS ECA automatically detects the coding defects which are difficult to identify through standard testing and review processes and are often very expensive to locate and fix if not detected early in the software development cycle.

**Nissan Quote**
"Delivering high quality Nissan products, including the software embedded aboard our vehicles, is always a top priority. The latest version of the TCS ECA will help us address all pre-delivery defects in the early stages of development, with the ultimate goal of achieving zero defects", said Masaaki Miyashita, manager of the electronics engineering development division in Nissan.

**TCS Engineering & Industrial Services Quote**
"The TCS ECA product leverages over 15 years of research by Tata Research Design and Development Centre (TRDDC) combined with Nissan's expertise and inputs on industry specific issues, resulting in a leading product that is ready to meet crucial industry needs", said Regu Ayyaswamy, Global Head and Vice President, Engineering and Industrial Services, TCS. "We are thankful to Nissan, Nissan's suppliers, and the alliance partners for their trust in TCS and the TCS ECA product".

**Yokogawa Digital Computer Corporation Quote**
"These days, 'functional safety' is a key word not only in the automotive field but also in the medical equipments, robots, factory automation, transportation and other equipment fields. Yokogawa Digital Computer Corporation is excited to announce the availability of TCS Embedded Code Analyzer," said Mr. Toyohiko Furuta, President, Yokogawa Digital Computer Corporation. "TCS ECA has accumulated know-how of advanced quality assurance in the software development in the automotive field, and this can be applied to a wide range of applications, making this new tool a great help for our customers in their development of new products".

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**TCS Japan Quote**

"We take great pride in launching the TCS ECA product in Japan, where TCS has been making major investments in developing services and solutions geared towards helping enable Japanese companies to enhance and expand their business into new global markets and opportunities," said Tv Kamalak Kannan, President and Representative Director, TCS Japan Limited. "TCS ECA is a great example of the work TCS is doing with key clients and partners in Japan and together with Nissan and YDC, we expect, TCS ECA to enhance the way the automobile, manufacturing, telecom and other industries build embedded system products, in Japan and worldwide".

More information about TCS ECA can be sourced at:
English: http://www.tcs.com/offerings/engineering_services/Pages/TCS-Embedded-Code-Analyzer.aspx
Japanese: http://www.tcs.com/worldwide/jp/ja/services/Pages/TCS-Embedded-Code-Analyzer.aspx

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**About TCS Engineering and Industrial Services**

Operating since 1992, the Engineering and Industrial Services (EIS) unit within TCS has pioneered the engineering business leading the industry by example. With over 12000 engineers and consultants working for over 250 global majors, the EIS business unit represents one of the largest engineering services units in India. With its engineering delivery centers in USA, Mexico, Japan UK, India and China, TCS is uniquely positioned to cater to the varied needs of its customers. TCS has been positioned as Leader across multiple verticals in Engineering and R&D Services by Zinnov Management Consulting (Zinnov) through its report "Global R&D Service Providers (GSPR) Rating 2013." EIS provides a wide spectrum of engineering enterprise solutions across diverse industry verticals such as, Hi-Tech, Aerospace, Automotive, Heavy Engineering, Retail Telecom, Medical Equipment and Utilities.

**About Nissan**

Nissan Motor Co., Ltd., Japan's second-largest automotive company, is headquartered in Yokohama, Japan, and is part of the Renault-Nissan Alliance. Operating with more than 236,000 employees globally, Nissan sold more than 4.9 million vehicles and generated revenue of 9.6 trillion yen (USD 116.16 billion) in fiscal 2012. Nissan delivers a comprehensive range of over 60 models under the Nissan and Infiniti brands. In 2010, Nissan introduced the Nissan LEAF, and continues to lead in zero emission mobility. The LEAF, the first mass-market, pure-electric vehicle launched globally, is now the best-selling EV in history. For more information on our products, services and commitment to sustainable mobility, visit our website at http://www.nissan-global.com/EN/.

**About Yokogawa Digital Computer Corporation**

Yokogawa Digital Computer Corporation has developed and expanded the business mainly focusing on products for development and designing of microcomputer and peripheral systems as a member of Yokogawa group. Especially the in-circuit emulator (ICE) is highly-regarded in the advanced development fields of automotive, cell-phone, information appliance, and industrial instrument.

**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

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