



TCS/PR/File-BSE& NSE/2012-13/12

May 21, 2012

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 the "People Choice" award from the US National Science Foundation" 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

TATA CONSULTANCY SERVICES

Tata Consultancy Services Limited

11th Floor Air India Building Nariman Point Mumbai 400 021 India
Tel 91 22 6778 9393 Fax 91 22 6778 9344 e-mail corporate.office@tcs.com website www.tcs.com
Registered Office 9th Floor Nirmal Building Nariman Point Mumbai 400 021

For immediate use **PRESS RELEASE**

TCS wins the "People Choice" award from the US National Science Foundation

"Velu the Welder", an interactive game to teach welding, wins the People's Choice award at the International Science and Engineering Visualisation Challenge

Mumbai, May 21, 2012: A team of associates from Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), the leading IT services, consulting and business solutions firm, have won the "People's Choice" award at the ninth International Science & Engineering Visualization Challenge with their interactive game called: Velu the Welder. The international challenge was jointly organised by the U.S. National Science Foundation (NSF) and the American Association for the Advancement of Science (AAAS), publisher of the journal *Science*, to celebrate the grand tradition of visualization, specifically for communicating science, engineering, and technology for education and journalistic purposes.

The TCS team developed an interactive game called "Velu the Welder" for personal computers and popular gaming consoles to help school drop-outs in India develop a highly marketable trade skill.

The 2011 Challenge received over 200 entries from 33 countries in five categories, which were evaluated based on visual impact, effective communication of a scientific idea, and overall originality. Visualizations with the most votes from the public received the People's Choice award. This year for the first time participants were permitted to submit entries online, while the public was allowed to vote for its favourite images as "People's Choice" winners.

The awards criteria was also based on the visual impact, originality and clarity. The entries weren't just limited to photographs. Contest categories also included illustrations, informational graphics, videos and even interactive video games.

Ajoy Mukherjee, Executive Vice President and Head, Global Human Resources said, "The advancement of information technology tools combined with visualization and innovation enhances the effectiveness of learning especially in the area of vocational training." He added, "At TCS we try to foster a culture of innovation, create space and opportunities where individuals are able to bring fruition to their thoughts and ideas. The award winning interactive game "Velu the Welder," is one such example where TCSers have combined the power of visualization and technology to bring about an innovative learning method."

Selection: A committee of members from *Science* and NSF screened the entries and, in a new departure this year, the selected finalists were posted on NSF's Web site and visitors were invited to vote for their top choice in each category. A total of 3200 votes came in; entries that received the most votes were named the "People's Choice." Independently, an outside panel of experts in scientific visualization reviewed the finalists and selected the winners.

For immediate use **PRESS RELEASE****Note on "Velu the Welder":**

Welding is a method used for binding metal or nonmetal structures. In this game an apprentice, who goes by the name Velu, gets basic training in the art of welding. The game is designed to expose a person to basic skill sets aimed at getting acquainted with the craft of welding. Developed as a technology demonstrator for the National Skills Development Initiative of India, this game could be used to train millions of apprentices in a cost effective way. The objective of the game is to introduce the apprentice to two types of welding — gas and arc, and is designed to have five tasks. In the first two tasks he learns hand coordination and movement using gas welding. In the remaining sets he is exposed to arc welding to join four metal pieces together to build a frame. The game is best played using a Nintendo Wii Remote which mimics the actual welding gun. The console's motion-sensing controller makes players feel like they're holding a real welding torch.

Learning to weld takes patience and nimble fingers. Some time spent on a Wii gaming console might not hurt, either. In this interactive challenge, the brainchild of developers at Tata Consultancy Services in Chennai, India, players step into a virtual apprentice workshop. They follow in the footsteps of Velu, a young Indian man getting a crash course in welding. The aim is to provide marketable skills to school dropouts in India.

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 238,500 of the world's best trained consultants in 42 countries. The Company generated consolidated revenues of US \$10.17 billion for year ended 31 March, 2012 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com

Media Contacts:

Global	pradipta.bagchi@tcs.com	+91 22 67789999
Europe & UK	abhinav.kumar@tcs.com	+32 22821927
India	h.ramachandra@tcs.com shamaia.p@tcs.com	+9122 67789078 + 91 22 6778 9081
USA/Canada:	m.mccabe@tcs.com	+ 1 646 313 4594
Asia Pacific	sean.davidson@tcs.com	+65 9139 3668
Australia and New Zealand	alex.goldrick@tcs.com	+61 (2) 8456 2800