TCS/ PR/SE-71/2013-14

March 24, 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 **"TCS recognised as world's fastest growing global IT Services brand"** 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 recognised as world's fastest growing global IT Services brand

Brand valuation increases 58% in 2013-14, valuing the TCS brand at US$8.2bn

London/Mumbai, March 24, 2014: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions organisation, has been recognised as the fastest growing IT Services brand globally by Brand Finance, the world's leading brand valuation firm. Brand Finance assesses the dollar value of the reputation, image and intellectual property of the world's leading companies. Brand Finance's brand valuations are frequently peer-reviewed by top audit practices, accepted by various regulatory bodies and used by leading global brands as a performance benchmark.

The annual report ranks TCS as the fastest growing brand within the IT services sector, with the company's overall brand value increasing by US$3.04 billion in 2013; a growth rate of 58% year-on-year. It represents a quadrupling of its brand value, which stood at US$ 2.3 billion four years ago in 2010. TCS' total brand value now stands at US$8.2 billion, ranking it among the industry's top four brands for the second consecutive year. Brand Finance has also awarded the TCS brand a rating of AA+, the top rating in the industry.

N. Chandrasekaran, CEO and Managing Director of TCS commented; "2013 was an excellent year for TCS, with the business continuing to grow rapidly, driven by increased global demand for digital services and our reputation for industry leading delivery and execution. We are making increased efforts in each market we operate in, to localize our brand presence and play a stronger role in the economic, social and community fabric of the regions. It is gratifying to see that result in another year of strong performance, with TCS emerging as the fastest growing brand in our industry worldwide."

TCS has established a strong reputation for its ability to deliver industry-leading IT services and digital transformation projects across a wide range of sectors and markets. The company continues to invest heavily in its brand presence worldwide, delivering award winning marketing and public relations programmes, major sports sponsorships and a wide range of corporate social responsibility activities across each of its key markets. 2013 also saw TCS announce an eight-year partnership with New York Road Runners that will see the company take on the role of title sponsor for the New York Marathon from 2014 onwards. It also sponsors Berlin, Amsterdam, Chicago, Boston, Bangalore and Mumbai Marathon as part of a major focus on health and wellness.

"Brands are the most valuable assets that companies own, driving demand and building relationships with customers and partners," commented **David Haigh**, CEO and founder of Brand Finance. "To become one of the most valuable, brands must be loved and trusted not just by customers, but by a broader range of stakeholders and the public as a whole. Tata Consultancy Services has proven yet again in 2014 that it has one of the most valuable IT services brands in the world. The brand's strong focus on customer service, effective partnership and innovation has made it a dominant force in the IT services space. I expect that with further effective management of the brand, TCS can continue to maintain the impressive brand value growth that has made it the - *fastest growing IT services brand in 2014.*"

BRAND-FINANCE® IT Services Rank 2014	Company	Domicile	Brand Value 2014	Brand Value 2013	Growth in Brand Value	Brand Rating 2014
						
1	IBM	United States	$41.5 Billion	$37.7 Billion	10%	AA+
2	HP	United States	$19.8 Billion	$16.1 Billion	23%	AA-
3	Accenture	Ireland	$11.0 Billion	$9.0 Billion	22%	AA
4	**Tata Consultancy Services**	**India**	**$8.2 Billion**	**$5.2 Billion**	**58%**	**AA+**

Other Brands in IT Services Top 10

5	Capgemini	France	$3.7 Billion	$2.7 Billion	34%	AA+
6	Cognizant	United States	$2.8 Billion	$2.2 Billion	27%	AA
7	CSC	United States	$2.4 Billion	$2.0 Billion	19%	AA-
8	Atos	France	$ 2.4 Billion	$ 2.0 Billion	19%	AA-
9	Infosys	India	$ 2.2 Billion	$ 2.2 Billion	4%	AA-
10	Wipro	India	$ 1.9 Billion	$ 1.9 Billion	2%	AA

Source: http://brandirectory.com/league_tables/table/it-5-2014

About Brand Finance

Brand Finance plc, the world's leading brand valuation consultancy, advises strongly branded organisations on maximising their brand value through effective management of their brands and intangible assets. Founded in 1996, Brand Finance has performed thousands of branded business, brand and intangible asset valuations worth trillions of dollars. Its clients include international brand owners, tax authorities, Intellectual Property lawyers and investment banks. Its work is frequently peer-reviewed by the big four audit practices and its reports have been accepted by various regulatory bodies, including the UK Takeover Panel. Brand Finance is headquartered in London and has a network of international offices in Amsterdam, Bangalore, Barcelona, Cape Town, Colombo, Dubai, Geneva, Helsinki, Hong Kong, Istanbul, Lisbon, Madrid, Moscow, New York, Paris, Sao Paulo, Sydney, Singapore, Toronto and Zagreb.

Read more on Brand Finance here: www.brandfinance.com and the methodology used here: http://brandirectory.com/methodology

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™, recognised 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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