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TCS Ranked as a Leader in Business Analytics BPO Services MarketScape by Analyst Firm IDC

Report Cites TCS' Wide Range of Expertise and Diverse Offerings Across Array of Industries as Leadership Characteristics

Mumbai, June 21 2012: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading IT services, consulting, and business solutions organization, today announced that it has been designated as a Leader in the Business Analytics BPO Services Market by prominent global market intelligence firm IDC. Among the attributes that garnered TCS the honor is the company's innovation/R&D, pace and productivity as well as employee management.

IDC MarketScape reports are designed to identify factors for effectiveness and success in particular markets - both long term and short term - and then evaluate vendors in the market against those factors. The key criteria for defining excellence in *IDC MarketScape: Worldwide Business Analytics BPO Services 2012 Vendor Analysis, Doc #234937, May 2012 published by analyst Mukesh Dialani*, focused on a number of factors including experience in delivering BPO services, effective matching of customer needs to vendor capabilities, and the ability to provide a full lifecycle of business analytics services among others.

As the report states, "A vendor with domain-specific skills can provide additional value to their client by discussing actions the customer should take to improve and optimize the performance of the business."

"It is indeed a great recognition of our differentiated strategy in the highly knowledge intensive Analytics and Insights space to be named as a Leader in the Analytics BPO market by IDC - itself the leader in global market intelligence," said Abid Ali, Vice President and global head of TCS' BPO business. "Customers globally seek to be agile in their response to the volatile market conditions and emerging competitive and strategic threats. We help clients effectively leverage the myriad of data produced internally and available externally through our Analytics and Insights services to make the best decisions with efficiency and speed."

TCS addresses customer need for analytics by leveraging its deep expertise across business intelligence, big data, social media, mobile technology and, combining technology with its world class talent in math and statistics across diverse functional domains like Banking, Insurance, Pharma, Healthcare, Retail, CPG, Supply Chain and FP&A. While Analytics and Insights is branded as KPO and often considered a niche activity, TCS has brought scale and reliability to this market for its clients to leverage its Global Network Delivery Model™.

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical

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illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

About TCS BPO

Business Process Services (BPO) at TCS is about managing and executing business operations. Our domain expertise helps deliver core business processing across industries, analytics and insights, and support processes such as accounting, HR and supply chain management. TCS partners with customers to accelerate co-transformation, and generates business value for customers through delivery excellence, risk management and through innovative models such as Platform BPO which delivers process as a service. With over \$ 1.1 billion in BPO revenues and 40,000+ employees across 11 countries delivering services to more than 200+ customers, TCS is one of the leading Global Domain based BPO providers.

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.

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