



TCS/PR/File-BSE& NSE/2011-12/15

August 26, 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
BSE 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 **“Tata Consultancy Services (TCS) launches major partnership with Amsterdam Marathon”**, 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

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For immediate use **PRESS RELEASE**

Tata Consultancy Services (TCS) launches major partnership with Amsterdam Marathon

- Five year deal as official technology partner and title sponsor
- Leading European marathon with 33,000 participants, will be renamed to "TCS Amsterdam Marathon"
- Continued focus on global sports sponsorships to promote wellness and community development

26th August 2011; Amsterdam, Mumbai: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) a leading IT services, consulting and business solutions firm was today appointed as official technology partner to the Amsterdam Marathon and has taken up the title sponsorship of the event for the five year period 2011-2015.

Conceived in 1975, this event is one of Europe's leading marathons and is expected to have 33,000 participants from 80 countries at the 36th edition, which takes place on 16th October 2011. It is renowned for being one of the flattest and fastest marathon courses worldwide.

'The city of Amsterdam is proud that a prestigious international company like Tata Consultancy Services has chosen to sponsor this Marathon. This sponsorship will further strengthen the relationship between the city and TCS, therefore we look forward to the new TCS Amsterdam Marathon.' said Mr. Eberhard van der Laan, Mayor of the city of Amsterdam.

"The TCS Amsterdam Marathon (as it will now be known) has grown from being an intimate event in earlier years, to a global one which is now a must on the itinerary of most serious runners. We are pleased to have Tata Consultancy Services as our strategic partner as we look to expand the event and also deepen our use of technology." said Simone Richardson, Director of Stichting Sportevenementen Le Champion, the entity that organizes the event.

This announcement marks another step in TCS' strategy to engage with global sports sponsorships in order to promote wellness and community development through sports. TCS' significant portfolio of sports partnerships includes tie-ups with Formula 1 racing team Ferrari, pro-cycling team Garmin-Cervélo and several marathons in major cities worldwide including Bangalore, Boston, Chicago, Mumbai and New York. In addition to the title sponsorship, TCS will support the marathon by providing technology services and has set up a special purpose team to look at enhancing the performance and experience of the sport.

"Given our significant and growing presence in major markets such as the US, UK and Europe, we always looking at ways to engage with and give back to the communities we work in. An inclusive sport such as running, which has no entry barriers and can be taken up anyone, provides tremendous opportunity to widely engage the local community and promote wellness. The Netherlands has always been a key center of operations for us and we are pleased to support the Amsterdam Marathon as part of our larger commitment to the community." said Surya Kant, President of TCS North America, UK & Europe.

TCS has been operating in the Netherlands since 1992 and the unit is currently one of its largest country operations worldwide. The company operates a head office in Amsterdam, a global delivery center in Eindhoven and has over 2000 experts catering to leading companies such as KLM, ABN AMRO, Rabobank and the ING Group. It was recognized in 2010 as a Top employer in the Netherlands by the CRF institute and collaborates significantly with several chambers of commerce, academic institutes and charity organizations on a variety of community initiatives in the country.



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About Tata Consultancy Services (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 (GNDM™), recognized as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 202,000 of the world's best-trained consultants in 42 countries. The company generated consolidated revenues of US \$8.2 billion for year ended March 31, 2011 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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