TCS/ PR/SE-74/2013-14

March 31, 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 **"IDC MarketScape Names TCS as a Global Leader in Enterprise Mobility Services"** 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

IDC MarketScape Names TCS as a Global Leader in Enterprise Mobility Services

Report Cites Leading Investments in R&D and High Praise From Customers in Thought Leadership, Resource Scalability and Ability to Drive Continuous Improvement

Santa Clara / Mumbai, March 31, 2014: 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 Enterprise Mobility Services by International Data Corporation (IDC), a leading independent research company. In the "IDC *MarketScape: Worldwide Mobile Application Development, Testing, Management and Infrastructure Services 2014 Vendor Assessment*" report, TCS' highest scores were received in customer satisfaction, innovation R&D/pace and productivity, and employee management.

The IDC report evaluated the strengths and weaknesses of 14 enterprise mobility service providers on 117 criteria, including range of service offerings, delivery model, scalability, customer service, and growth strategy. This report highlighted customers' high praise for TCS with regard to resource scalability, HTML5 skills, thought leadership, and the ability to drive continuous improvement. It also cited TCS' high flexibility to work with differing client workstyles across application lifecycle management, which makes it easier for clients to develop key partnership bonds with TCS.

"IDC has observed an increasing amount of activity in mobile application services. Enterprises are investing heavily in building mobile applications as part of their overall mission-critical business objectives. But, the rapidly evolving mobile technology landscape, shortage of skilled mobile application resources, and mobile infrastructure costs are impeding enterprises from accomplishing their mobility goals. As a result, enterprises are increasingly looking to service providers, not only for mobility expertise and guidance, but also to build, test and manage mobile applications moving forward," explains Pete Marston of IDC.

"In TCS, we are on a mission to help our customers reimagine their businesses by leveraging mobility to create fundamentally new business models, reach new customer segments, create new channels, and dramatically improve business processes and workplaces," said Dr. Satya Ramaswamy, Global Head of TCS Digital Enterprise. "We are a very customer-centric organization, focused on the success of our customers, so we are pleased to receive high praise from our customers in the IDC MarketScape report for our thought leadership and execution capabilities in enterprise mobility services."

TCS' global mobility delivery centers serve more than 250 clients in all major geographies. TCS provides a comprehensive set of enterprise mobility products and services, and a wide-range of eco-system partnerships leveraging the power of today's mobile devices to reimagine enterprise business processes and customer experiences. TCS' mobility offerings extend beyond the smartphone and tablet into the emerging class of wearable computing devices. TCS considers mobility and pervasive computing to be a dominant force among the Digital Five Forces, the other four being Big Data and Analytics, Social Media, Cloud, and Artificial Intelligence & Robotics, all of which combine to deliver Digital Reimagination™ for the modern enterprise.

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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 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 Digital Enterprise Unit

TCS' Digital Enterprise unit is headquartered in the heart of Silicon Valley at the TCS Customer Collaboration Center in Santa Clara. TCS' Digital Enterprise unit applies the Digital Five Forces – Mobility and Pervasive Computing, Big Data and Analytics, Social Media, Cloud, and Artificial Intelligence & Robotics – to meet the unique needs and opportunities of each industry. We help clients reimagine their business models, products and services, customer segments, channels, business processes, and workplaces by leveraging a combination of the Digital Five Forces to gain sustained competitive advantage.

We offer complete Digital Reimagination™ for the enterprise. We provide pre-built customizable products, reusable assets, deep industry expertise, and technology partnerships. Our experienced global team includes business strategy consultants, business analysts, digital marketers, user experience designers, data scientists, and engineers who are passionate about today's digital technologies and their impact on businesses.

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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