TCS/PR/SE-91/2014-15

March 2, 2015

National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex
Mumbai
Kind Attn: Manager, Listing Department

BSE Limited
P.J. Towers
Dalal Street
Mumbai
Kind Attn: General Manager,
Department of Corporate Services
Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of the Press Release titled **"TCS Launches Business Process Innovation, Simulation & Visualization as a Service (VaaS)"** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,
For **Tata Consultancy Services Limited**

Suprakash

Suprakash Mukhopadhyay
Vice President and Company Secretary

Encl: As above

For immediate use **PRESS** RELEASE

TCS Launches Business Process Innovation, Simulation & Visualization as a Service (VaaS)

Partnering with iRise, TCS Addresses Customers' Speed of Delivery Challenges with a Powerful New End-to-End Service

New York | Mumbai, March 2, 2015: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting and business solutions organization, today announced the launch of Business Process Innovation and Simulation & Visualization as a Service (VaaS) in a strategic partnership with iRise, the global leader in enterprise visualization and simulation software. TCS' new offerings will enable customers to realize business solutions faster by accelerating time to value.

The partnership will help enterprises achieve business agility through integration of rapid simulation and visualization capability into established TCS Software Development processes. TCS' VaaS offerings on iRise 10 software will enable customers to more precisely collaborate globally on application design, user scenarios, and specifications that drive development of business requirements, while covering all critical stages of customers' business initiatives. Recently launched, iRise 10 brings iRise's groundbreaking collaborative prototyping and requirements features to the browser, allowing enterprises to scale creation, distribution and collaboration of visualizations in more powerful and impactful ways.

In addition, TCS' Global Business Solutions Lab is creating Business Process Innovation through a new Visualization Center of Excellence (VCoE), providing one of the largest interoperable platforms on a private cloud for driving faster adoption of niche technologies and innovation with technology interoperability across various industries. This CoE, within TCS' Business Solutions Unit, will create visualizations that deliver value for development of all interoperable solutions at TCS, including proof of concepts and technologies. This approach will enable joint TCS and iRise teams to bring "first-time right" business processes, software and development methodologies, product engineering expertise and guidance, as well as best practices to the VCoE.

"TCS and iRise's partnership enables customers to drive agility on business critical initiatives including business analytics, big data, connected network and real-time intelligence," said TCS' Raman Venkatraman, Global Head of Alliances & Technology Unit. "The power of iRise 10's visualization and simulation software along with TCS systems integration capabilities and solution accelerators will yield rapid business value driving digital re-imagination, simplification and governance."

Emmet B. Keeffe III, CEO and Co-Founder of iRise, said, "Once again TCS is pioneering a new way for businesses to drive value through IT investments. Speed of delivery has never been more critical, and we anticipate TCS' new capability will help CXOs and their teams conquer this challenge. TCS is at the

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leading edge in harnessing the power of visualization, and we are very excited to partner with them on this initiative."

About TCS' Business Solutions Unit

TCS' strong partnerships with technology vendors, Global Business Solutions Labs, specialized knowledge of emerging technologies, deep domain expertise, and global teams enable us to help customers solve business problems and develop new business models through proofs of concept, technology and validation of solution architecture.

We drive innovation in the areas of business analytics, big data, connected networks, and real-time intelligence by leveraging business visualization and simulation enablers. Our industry-specific business solutions leverage leading and disruptive technologies on an interoperable platform supported by a workforce with cross-technology skills to help clients drive Digital Re-imagination and simplification.

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 318,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $13.4 billion for year ended March 31, 2014 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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