TCS/PR/SE-93/2014-15

March 3, 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 **"Tata Consultancy Services achieves Superbrands status in the UK"** 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

TATA CONSULTANCY SERVICES
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Registered Office: 9th Floor, Nirmal Building, Nariman Point, Mumbai 400 021
Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS** RELEASE

Tata Consultancy Services achieves Superbrands status in the UK

- *Leading annual Business Superbrands® list features TCS among the UK's strongest business-to-business brands*
- *Award winning brand initiatives and customer focus fuels industry leading growth in brand value.*

LONDON | MUMBAI, March 3, 2015: Tata Consultancy Services (*BSE: 532540, NSE: TCS*), a leading IT services, consulting and business solutions organisation, has been awarded Business Superbrands status for 2015, following the most recent evaluation of the long-running annual survey, which has been identifying the UK's leading business-to-business brands since 2001. The process was managed by The Centre for Brand Analysis (TCBA) and questioned 2,000 individual business professionals from across the UK as well as the independent and voluntary Business Superbrands Council. The three audiences judged more than 1,200 brands, which they assessed on three key criteria: quality, reliability and distinction. Brands do not apply or pay to be considered for Superbrands status.

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 in the UK. The company's UK clients have ranked TCS number one for customer satisfaction for the second consecutive year in a major survey conducted by Whitelane Research in collaboration with Source. In the recent past the company has invested heavily in its UK brand presence. According to Ipsos Mori TCS' brand awareness in UK boardrooms has risen by 300% in the last 5 years, with a 2014 'Captains of Industry' study citing that one in every three UK board members polled stated they know TCS very well.

TCS has also recently been recognised in a number of awards including Best Performing Consultancy Brand at the MPF Awards for Management Excellence, and Brand Strategy of the Year at The Drum Marketing Awards. TCS brand position has also significantly developed through recent recognitions of its role as a key UK employer and contributor to UK society through CSR programmes. Recent awards include TCS certification as the a number 1 UK employer by the Top Employers Institute; the Corporate Responsibility Award of the Year at the HR Network National Awards; the Gold level certification from Investors in People, and the award for Best CSR Strategy at the HR Excellence Awards.

As further recognition of its enhanced brand strength, the most recent ranking by UK based Brand Finance, names TCS as the fastest growing IT Services brand globally over the last five years. In the five year period 2010-2015, TCS emerged as the clear growth leader in the industry, increasing its brand value from US $2.3 billion to US $8.7 billion, while retaining the industry's highest brand strength rating of 'AA+'. It was also recognised as one of the top four global brands in IT Services for the fourth year in a row, cementing its position in the highest league of the industry.

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Shankar Narayanan, Country Head, UK & Ireland, TCS, said: *"TCS is thrilled to join the exclusive club of UK Superbrands. This shows our ascension from being a brand known primarily in the business circles we operate in, to a brand much more widely recognised and appreciated in boardrooms, and across the UK business community. My congratulations to all other Superbrands, many of whom are our clients and partners in the UK. "*

Sebastien Lamour, Senior Research Analyst, IDC said: *"As a result of its business performance, client orientation and marketing efforts TCS has increased its brand awareness to the topmost level of not only the IT industry but the UK business environment. TCS' brand status is noticeably strengthening and shows that the company is successfully creating brand advocates amongst its clients, employees and within the communities in which it operates - creating positive word-of-mouth which is driving the rapid evolution of the brand."*

Stephen Cheliotis, Chairman of the Business Superbrands Council said: *"Having a strong reputation is as essential in business-business markets as in business-consumer markets. That said it is often ignored by management, or certainly lower in the list of priorities, for many business-business companies, meaning they miss out on the clear benefits a strong brand provides. Those brands awarded Business Superbrand status should therefore be praised for focusing on, and more importantly succeeding in, building a recognisable, powerful and respected brand. The competitive edge the leading Business Superbrands can enjoy is just reward for their endeavours and creates a virtuous circle that will further reaffirm their positive position relative to peers".*



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™, recognised 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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