TCS/PR/SE-100/2014-15

March 24, 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 Positioned in Winner's Circle' in HfS' Blueprint Report on Telecom Operations 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

TATA CONSULTANCY SERVICES
Tata Consultancy Services Limited
11th Floor Air India Building Nariman Point Mumbai 400 021 India
Tel 91 22 6778 9393 Fax 91 22 6778 9344 e-mail corporate.office@tcs.com website www.tcs.com
Registered Office 9th Floor Nirmal Building Nariman Point Mumbai 400 021
Corporate Identification No. (CIN) L22210MH1995PLC084781

For immediate use **PRESS** RELEASE

TCS Positioned in 'Winner's Circle' in HfS' Blueprint Report on Telecom Operations Services

Cites TCS' Client Value, Automation, Technology Integration, End-to-End Solutions, Delivery and Industry Specific Capabilities as Key Strengths

NEW YORK | MUMBAI, March 24, 2014: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting and business solutions organization, today announced it has been ranked in the 'Winner's Circle' by analyst firm HfS Research in its "Blueprint Report on Telecom Operations Services."

The HfS Blueprint identifies several key differentiators between service providers, placed in the 'Winner's Circle' for their demonstrated excellence in execution and innovation. From an execution perspective, these providers have developed strong client relationships and real-world delivery solutions, and are flexible in meeting clients' needs. Innovation represents providers' strong vision, plans to invest in future capabilities and the ability to leverage external drivers to increase value for their clients.

The report highlights TCS' expertise and ability to help telecom operators grow and thrive in a rapidly changing technology and consumer environment. These include technology business integration, its HOBS platform (cloud based OSS/BSS solution), telecom business process as a service (BPaaS) model, automation adoption, value delivery and innovative processes. The report also cites TCS' strong delivery capabilities, a comprehensive solution set and industry thought leadership in serving its telecom clients.

"TCS is placed in the 'Winner's Circle' of our inaugural Blueprint on Telecom Operations Services because of their strong capabilities in social, mobility, analytics, cloud and automation (SMACA) areas in telecom operations," said Principal Analyst Pareekh Jain, author of the HfS Blueprint. "TCS has developed a strong value proposition for telecom operators leveraging IT and BPS synergy by delivering Business Process as a Service (BPaaS) on their HOBS platform. Customers have rated TCS highest in their execution capabilities as they often over deliver on SLAs and exceed customer expectations. We found TCS very strong in innovation too, solving some of the telecom operations challenges through innovation, automation and design thinking."

"As the global telecom industry witnesses rapid technology evolution, changing consumption patterns and high competition, TCS is helping telecom operators around the world enhance their end-customer experience and improve operational effectiveness enabling faster revenue realization. This involves improving business processes from order-to-activate, end-to-end case management and optimizing network and capacity utilization," said Dinanath Kholkar, Global Head of Business Process Services at TCS. "We believe that HFS positioning TCS in the 'Winner's Circle' is a direct result of our investments in building domain expertise, digital offerings, telecom automation and technology accelerators."

Telecom consumers expect connectivity, speed and experience, and the industry is witnessing an increasing amount of vertical and horizontal integration with expansions into mobile payments, cloud computing and content. Telecom operators are seeking partners who can help them quickly respond to these changes and to enable growth while managing costs. TCS helps leading telecom players around the world to meet these needs

For immediate use **PRESS** RELEASE

with deep industry expertise and its proven simplification methodology FORE™, TRAPEZE™ solution accelerators, digital and robotic process automation capabilities and global footprint.

About TCS Business Process Services (BPS)
Enterprises seek to drive business growth and agility through innovation in an increasingly regulated, competitive, and global market. TCS helps clients achieve these goals by managing and executing their business operations effectively and efficiently. TCS' Business Process Services (BPS) includes core industry-specific processes, analytics and insights, and enterprise services such as finance and accounting, HR, and supply chain management. TCS creates value through its FORE™ simplification and transformation methodology, backed by its deep domain expertise, extensive technology experience, and TRAPEZE™ governance enablers and solutions. TCS complements its experience and expertise with innovative delivery models such as using robotic automation and providing Business Processes as a Service (BPaaS). TCS' BPS unit has been positioned in the leaders' quadrant for various service lines by many leading analyst firms. With over four decades of global experience and a delivery footprint spanning six continents, TCS is one of the largest BPS providers today.

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.
Follow TCS on Twitter.
Subscribe to an RSS Feed of TCS Press Releases.

TCS media contacts:

Global	Email: pradipta.bagchi@tcs.com Phone: +91 22 6778 9999
Europe / UK	Email: abhinav.kumar@tcs.com | ashish.babu@tcs.com Phone: +32 2282 1927 | +44 078 418 92227
India	Email: h.ramachandra@tcs.com | shamala.p@tcs.com Phone: +91 22 6778 9078 | +91 22 6778 9081
USA / Canada	Email: b.trounson@tcs.com Phone: +1 646 313 4594
Asia Pacific	Email: sean.davidson@tcs.com Phone: +65 9139 3668
Australia and New Zealand	Email: alex.goldrick@tcs.com Phone: +61 (2) 8456 2800
Latin America	Email: irais.moyat@tcs.com Phone: +5255 9157 8282