TCS/PR/SE-102/2014-15

March 26, 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 smartphone app to drive social media analytics on the UK general election"** 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

For immediate use **PRESS** RELEASE

TCS launches smartphone app to drive social media analytics on the UK general election

ElectUK app will provide Big Data analysis of Twitter trends in what is expected to be the most "digital" election yet

LONDON | MUMBAI, March 26, 2015: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organisation, today launched *ElectUK*, a smartphone application that allows users to track, analyse and visualise Twitter conversations about the 2015 UK General Election.

ElectUK has been created to engage voters, their representatives and political commentators by turning their smartphone into a Big Data social media analytics tool. The app is free to download and is available on both iOS and Android devices.

ElectUK uses data taken directly from Twitter and analyses millions of tweets about, and from, the political parties, candidates and the electorate in the 2015 UK General Election. This data is run through TCS' PeriVista™ Big Data analytics software and delivered to the application as a range of share-able graphics. The app is based on a database of more than two thousand parliamentary candidates, allowing users to compare sentiment and trends, including the issues of highest importance in the debate.

Last year's Scottish referendum demonstrated the importance of social media as an engagement tool, with more than 10 million Facebook interactions taking place in the build-up to the vote. Research indicates that it will play a role in the UK General Election as well, especially with younger voters. According to a recent survey, 37 percent of 18-34 year olds will use Twitter to actively look for information related to the general election.

"*ElectUK* has been created to showcase the potential uses of TCS' Digital and Big Data technologies going beyond business," **commented Shankar Narayanan, Country Head, UK & Ireland, TCS.** "The app is a great example of how TCS can combine Big Data analytics, social, mobile and cloud, to deliver valuable insight on matters of relevance to the society at large." **Shankar Narayanan continued,** "*ElectUK* uses Big Data to give voters, politicians and commentators greater insight into the online conversations shaping the election debate, in an easy-to-consume, interactive and visual way. We hope ElectUK encourages UK voters to engage with the process. We've even included a button to help people register to vote, because we believe that digital technology can and should help bring about a more informed and engaged voter."

For immediate use **PRESS** RELEASE

Satya Ramaswamy, global head of TCS Digital Enterprise, Tata Consultancy Services, commented: "Digital is indeed a formidable force which can benefit the community. *ElectUK* demonstrates how Digital technologies can be used to deliver real insights, directly into the hands of users. The app is powered by TCS' PeriVista™ Big Data analytics technology, which was created to help businesses combine previously siloed datasets from within and outside into an accurate and comprehensive view of customers. By using social media data to drive actionable insights, organisations can put customer feedback at the heart of their businesses. This has huge potential for everything from product design and marketing to customer service and sales."

ElectUK is the latest social analytics application from TCS, with the company having previously created similar award winning apps to analyse social data around the 2014 Indian election and the FIFA 2014 World Cup. **Philip Carnelley, Research Director, IDC, commented:** " 3rd platform technologies are transforming communications for consumers, business and governments. TCS' ElectUK app is an interesting example where TCS has re-imagined the usage of mobile, big data, social and cloud in the context of an event which touches everyone in the UK."

For more information on the TCS ElectUK app, please see the links below.

- ElectUK digital press kit: http://info.tcs.com/electukdpk.html
- ElectUK homepage: www.tcs.com/electUK
- ElectUK Twitter feed: @ElectUK
- Apple App Store: https://itunes.apple.com/us/app/electuk/id942392930?ls=1&mt=8
- Google Play: https://play.google.com/store/apps/details?id=com.tcs.electuk

Note

- TCS is providing the data analytics tools and platform to enable analysis of commentary present on Twitter
- TCS is in no way endorsing or passing comment on any party, campaign, candidate or election issue
- TCS is not responsible for the views expressed by Twitter users

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organisation 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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