TCS/PR/SE-10/2015-16

May 13, 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 Recognized as a Top 100 Brand in the US by Brand Finance®"** 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

For immediate use **PRESS** RELEASE

TCS Recognized as a Top 100 Brand in the US by Brand Finance®

Ranks in the Uppermost Tier of the IT Services Industry, in Tandem With its Global #4 Rank

NEW YORK | MUMBAI, May 13, 2015: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions organization, was ranked as the 57th leading brand in the US by Brand Finance® in its second annual Top 500 US Brands survey, which evaluates the financial value of a company's brand name, intellectual assets and trademark, as compared to companies across industries. TCS was recognized as a top four IT Services brand in the US – the same as its global ranking – and has a AA+ score for its brand strength, the sector's highest designation. Globally, TCS' brand value grew 271% from US $2.3 billion in 2010 to US $8.7 billion in 2015, marking the fastest growth across the IT Services industry during the period.

This study marks the first time that TCS has been ranked in the prestigious top 100 US brands list. Brand Finance integrates brand investment, brand equity and financial performance into its rigorous royalty relief research methodology. The approach works across all sectors, allowing brands to be benchmarked against each other and within their categories.

"It's impressive how TCS has established itself as one of the fastest growing brands in the United States," said Edgar Baum, Managing Director, Brand Finance, North America. "The TCS brand and its enterprise value have a direct correlation to how it's addressing market needs within each industry it serves, and TCS is one of the rare businesses that has sustained the industry AA+ rating for three years in a row."

TCS has a longstanding presence in North America, being one of the top ten recruiters of IT talent, with 19 facilities and innovation labs serving many of the region's Fortune 500 companies. It invests heavily in the region, such as helping to train the next generation of STEM talent through its flagship goIT program, which has so far engaged 8,800 middle and high school students in 12 cities with a hands-on technology learning environment. It is also a founding partner and technology platform provider for advocacy organizations such as MillionWomenMentors and US2020, and the first ever STEM Mentorship Awards this July. Furthermore, TCS is the technology partner of the Chicago and Boston Marathons, and the first-ever premier partner with New York Road Runners, which includes title sponsorship of the TCS New York City Marathon and support of 50+ year-round races and youth fitness initiatives in the city's five boroughs.

"Developing a valuable brand goes far beyond awareness; it's about the deep opportunities and service we provide to our employees, clients and the communities in which we work and live," added Surya Kant, President of North America, UK and Europe, TCS. "Our goal is to always be a step ahead, pushing ourselves and our clients to re-imagine their business operations in today's digital economy. Brand Finance's ranking of TCS as a Top 100 US brand is a testament to the success of this philosophy."

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

For immediate use **PRESS** RELEASE

development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 319,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $15.5 billion for year ended March 31, 2015 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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About Brand Finance

Brand Finance is the world's leading brand valuation and strategy consultancy, with offices in over 15 countries. We provide clarity to marketers, brand owners and investors by quantifying the financial value of brands. Drawing on expertise in strategy, branding, market research, visual identity, finance, tax and intellectual property, Brand Finance helps clients make the right decisions to maximize brand and business value and bridges the gap between marketing and finance

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: luis.moyat@tcs.com Phone: +5255 9157 8282