TCS/PR/SE-44/2014-15

October 29, 2014

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 Leader in Business Intelligence Services by Independent Research Firm"** 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

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

TCS Recognized as a Leader in Business Intelligence Services by Independent Research Firm

Report Cites TCS' Customer Centricity as a Key Strength

SANTA CLARA| MUMBAI, October 29, 2014: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting and business solutions organization, today announced it has been recognized as a "Leader" in Business Intelligence (BI) by Forrester Research, Inc., a leading independent research company, in its report *The Forrester WAVE™: BI Service Providers*, Q4 2014, authored by Forrester's Boris Evelson, VP and Principal Analyst, and Charles Green.

The top 12 global BI Services Providers including TCS were researched, analyzed, scored across 30 criteria, and grouped into three high-level buckets: Current Offering, Strategy and Market Presence. The focus of the evaluation was on large, global service providers with significant scale of at least $500 million in BI services revenues and at least 3,500 BI focused full-time employees. Other criteria included a broad set of BI services offerings across all leading BI platforms, presence in major geographies, key industry verticals and business domains, as well as sufficient interest from Forrester clients.

TCS received top scores for "its experience across multiple geographies and industries, including delivery capabilities and strategic BI investments. TCS also received high scores for its BI vision and a broad network of technology partners. Additionally, clients gave TCS top scores for its delivery capabilities and high scores for overall client satisfaction and ability to innovate." The report cites "clients highlighted the strength and depth of quality individuals who TCS could bring to their engagement as particular strengths. In addition, clients liked the fact that TCS did not attempt to over-engineer projects or constantly upsell."

"Enterprises across industries around the world are looking for their next big competitive advantage in the emerging Digital Consumer Economy where consumers are highly empowered in their decision making. With our Digital Reimagination™ strategy that brings together the power of the Digital Five Forces (Mobility, Big Data, Social Media, Cloud, Artificial Intelligence (AI) and Robotics) to fundamentally reimagine enterprises, we at TCS are providing our customers exactly what they need in Business Intelligence services to succeed," said Dr. Satya Ramaswamy, Global Head of TCS Digital Enterprise. "We are excited to be recognized as a Leader by Forrester in their extensive analysis of the Business Intelligence service providers market."

TCS continues to invest heavily in BI and analytics as an integral part of its Digital Reimagination™ strategy for enterprise customers. With growing revenues from BI Services, and extensive investments in BI and analytics capabilities as well as intellectual property, TCS continues its global growth and formidable market leadership in this space.

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 310,000 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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