TCS/PR/SE-57/2014-15

December 2, 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 **"Tata Consultancy Services Launches "TCS Active Archive™" Big Data Product, Powered by EMC Technology"** 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

Tata Consultancy Services Launches "TCS Active Archive™" Big Data Product, **Powered by EMC Technology**

High Performance Solution Helps Enterprises Overcome Major Challenges in Data Storage Management, Governance and Regulatory Compliance

NEW YORK | MUMBAI, December 02, 2014: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, today announced the launch of its big data product "TCS Active Archive™," powered by technology from EMC, one of the most influential leaders in cloud computing, virtualization, big data, and IT security and protection. Specifically designed for big data environments, the solution offers a high level of performance, scalability, security, and cost controls for archiving, retrieving, retaining, and managing the growing volume and variety of enterprise data.

TCS Active Archive™ is a combination of TCS' strong product development capabilities and business process expertise in big data. It is built upon the industry-leading EMC analytics platform and infrastructure. The benefits of TCS Active Archive™ include:

- **"Warm" archive of structured and un-structured data** enabling Business Intelligence (BI) and visualization tools to readily access archived data for analytics
- **Broad connectivity** to standard RDBMS, analytical databases and packaged enterprise applications
- **Regulatory compliance** to archive and retain data for customizable periods, and protect and flag legal data for impending action
- **Secure archival** ensuring data security through Kerberos Authentication, LDAP and Active Directory integration, AES 256-bit encryption, and user management modules
- **Optimized storage** by applying compression techniques to reduce storage utilization
- **Reporting** to effectively monitor and track activities through automatic job staging, dashboards and audit logs

"TCS' collaboration with EMC has created a solution for businesses to effectively overcome major challenges in data storage, governance and regulatory compliance," said Dr. Satya Ramaswamy, Global Head of Digital Enterprise, Tata Consultancy Services. "TCS Active Archive™, powered by EMC technology, enables businesses to nimbly and cost effectively adapt to the constantly changing environment of enterprise data, the Internet of Things and intelligent applications. This is a big step forward in our Digital Reimagination™ vision for our customers."

TCS Active Archive™, powered by EMC technology, is based on Pivotal HD - the massively parallel processing (MPP) SQL Database on EMC Isilon Storage - a complete scale-out NAS storage platform: hardware, software and accelerator nodes for the new era of big data. The solution stores both structured and unstructured data from a variety of data sources into an Archive repository. In contrast to traditional tape-based archiving, TCS Active Archive™ on EMC makes accessing historical data fast and simple, avoiding unwieldy costs of modern data warehouse appliances that can be prohibitively expensive.

"The EMC and TCS collaboration provides an innovative offering that helps joint customers meet their complex IT requirements. TCS Active Archive™, powered by EMC technology, and underpinned by the EMC Federation of strategically aligned businesses, enables organizations to effectively manage and protect digital assets, while redefining and transforming their future IT storage strategy," said Tony McCoy, Vice President, Strategic Alliances, EMC Corporation.

To learn more about TCS Active Archive™, powered by EMC technology, click here.

About TCS Digital Enterprise

Headquartered in TCS' Customer Collaboration Center in Santa Clara, CA, TCS' Digital Enterprise group takes a combination of what it calls the Digital Five Forces – Mobility and Pervasive Computing, Big Data and Analytics, Social Media, Cloud, and Artificial Intelligence and Robotics – to help clients reimagine their business models, products and services, customer segments, channels, business processes, and workplaces to gain a sustained competitive advantage.

The Digital Enterprise group offers complete Digital Reimagination™ for the enterprise by providing pre-built customizable products, reusable assets, deep industry expertise, and technology partnerships. TCS' experienced global team includes business strategy consultants, business analysts, digital marketers, user experience designers, data scientists, and engineers who are passionate about combining digital technologies to help customers reimagine their enterprises.

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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