TCS/PR/SE-24/2015-16

July 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 Announces Premier Partnership with Adobe for Digital Marketing Solutions and 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

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Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS** RELEASE

TCS Announces Premier Partnership with Adobe for Digital Marketing Solutions and Services

NEW YORK | MUMBAI, July 13, 2015: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions organization, has been selected by Adobe (Nasdaq: ADBE), a global leader in digital marketing and digital media solutions, as a Premier Partner, the highest level of partnership among Adobe's global ecosystem. This new partnership enables TCS clients to fully leverage Adobe's Marketing Platform and its core solutions, allowing them to design and execute customized strategies and integrated marketing campaigns to suit specific target audiences and customer profiles.

TCS' strengths in digital marketing solutions and services, advanced technology knowledge, trusted domain expertise, and vast implementation and integration experience, combined with Adobe's leadership in its Digital Marketing Platform and core solutions, provides customers with an industry-leading, best-in-class, complete end-to-end integrated marketing solution.

As enterprises increasingly prioritize digital technologies into their core marketing strategies, they can be assured that TCS and Adobe's Digital Marketing Solutions and Services will harness centralized and shared data to consistently deliver contextually relevant, real-time personalized experiences to consumers. In turn, these will drive loyalty, improve customer experience and increase customer satisfaction. Ultimately, this allows enterprise clients to manage complex digital marketing requirements, drive customer acquisition, strengthen retention programs, increase marketing ROI, build stronger customer relationships, and increase brand value and market share.

"With a fast accelerating shift to digital channels by enterprises, marketing is becoming one of the most active frontiers of Digital Reimagination™. We are excited by the possibilities this creates for our customers to strengthen bonds with their target segments, increase the efficiency of their marketing operations and dramatically improve the contribution of marketing to the top line," said Mr. N. Chandrasekaran, CEO and Managing Director of Tata Consultancy Services. "We are delighted to be the premier partner with Adobe."

Shantanu Narayen, President and CEO, Adobe said, "Customers will benefit greatly from the global partnership of Adobe and TCS as they transform their enterprise businesses, obtain a richer view of their customers and create differentiated experiences for them. Marketing is now moving beyond the traditional marketing department and touching a wide variety of business stakeholders; this partnership will empower customers to stay ahead in this rapidly changing digital world."

For immediate use **PRESS** RELEASE

In today's competitive market, it can be challenging for companies to differentiate themselves from others. TCS and Adobe's Digital Marketing Solutions and Services give peace of mind to customers, and enables them as thought leaders to deliver higher quality engagements, resulting in higher customer satisfaction.

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 324,000 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 Adobe Systems Incorporated
Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

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