TCS/PR/SE-16/2016-17

May 23, 2016

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 Digital Software & Solutions Group Delivers Operational Analytics for Retail Banks**" 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

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 Digital Software & Solutions Group Delivers Operational Analytics for Retail Banks

TCS Customer Intelligence & Insights Solution for Retail Banking Delivers Insights to Business Process Operations with Focus on Customer Centricity and Experience

NEW YORK | MUMBAI, May 23, 2016: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, today announced the release of a new module for its Digital Software & Solutions (DS&S) Group's *Customer Insights & Intelligence (CI&I) Solution for Retail Banks*. The new software release features an operational analytics module that enables retail banks to understand in real-time how the product fulfillment process for consumer banking operations impacts multiple departmental touch points, and provides recommendations on operational processes to better serve their customers.

By 2019, financial institutions worldwide will spend more than $310 billion on IT, with one-third of spending going to digital transformative technologies to address customers' digital lifestyles. A recent IDC survey of financial institutions found that 'understanding the customer' was the main business objective for deploying front-office analytics solutions that facilitate collaboration and integration for customer centricity and enable banks to be proactive in providing a uniquely individualized customer journey.

"One compelling aspect of TCS' go-to-market strategy is that its vision lays out three "maturity levels" from 360-degree Customer Insights to Customer-Centric Operations to Deeper Customer Engagement," said Jerry Silva, Global Banking Research Director, IDC Financial Insights. "These stages are not only immediately identifiable to any retail bank executive, but represent an increasing sophistication that the institution can attain through progressive implementations of an analytics solution, paving the way to digital transformation."

TCS' Customer Intelligence & Insights Solution for Retail Banks provides a future-ready, scalable platform specifically designed for banking and financial services, and is built on open source software to support an all-data architecture. Augmenting the earlier software release for customer analytics, the latest module introduces operational analytics to provide actionable insights across the banking process lifecycle, including ability to identify and eliminate process bottlenecks, reduce overhead costs and proactively detect impacted customers to recommend remedial actions with realtime alerts to customer facing departments.

"Banks must develop new ways of thinking to thrive in the digital age and anticipate and adapt to customers' evolving preferences and patterns," said Seeta Hariharan, General Manager and Group Head of TCS' Digital Software & Solutions group. "Any enterprise, including banks, that is focused on owning the customer journey and providing a seamless experience beyond traditional boundaries of services, will win at delivering digital excellence and building long term customer trust and retention."

For immediate use **PRESS** RELEASE

TCS' CI&I Solution for Retail Banks features a unified set of data models and out-of-the-box KPIs that address key business issues relevant to the banking industry. The configurable solution requires little customization effort and thereby accelerates business value in the shortest possible time. It is architected to provide highly flexible delivery options and ease of integration, delivering real-time customer insights across all customer channels, and enabling retail banks to identify highly targeted customer offerings, while reducing operational costs.

Source: IDC PlanScape: How to Make the Retail Bank Branch the Face of Digital Transformation
Feb 2016 - Doc # US40147616

About TCS Digital Software & Solutions Group

Launched in 2014, TCS Digital Software & Solutions Group is a strategic growth business within TCS, formed to help customers undergo critical digital transformations with modular, scalable and fully integrated, industry-tailored licensed software and solutions. Industries served are Cities, Retail, Communications and Banking and Financial Services, four markets with a particularly urgent need to adopt emerging technologies to enhance customer intelligence capabilities and rapidly shift product and service offerings to compete in highly competitive and customer-centric arenas. For more information, visit us at http://www.tcs.com/digital-software-solutions/pages/default.aspx or on Linked In

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 353,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $16.5 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.

To stay up-to-date on TCS news in North America, follow @TCS_NA. For TCS global news, follow @TCS_News.

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