TCS/PR/SE-30/2016-17

August 9, 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 Ranked as Top 100 U.S. Brand for Second Consecutive Year**" 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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Registered Office 9th Floor Nirmal Building Nariman Point Mumbai 400 021
Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS** RELEASE

TCS Ranked as Top 100 U.S. Brand for Second Consecutive Year

NEW YORK | MUMBAI, August 9, 2016: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, today announced its ranking as the 58th most valuable U.S. brand in the annual 'Top 500 U.S. Brands' survey by Brand Finance®, the world's leading brand valuation firm.

The Brand Finance study evaluates the financial value of a company's brand name, intellectual assets and trademark as compared to companies across industries. TCS is one of only four global IT Services companies recognized as a Top 100 Brand in the U.S., and is the sector's most powerful brand with a score of 78.3 points, earning it an AA+ rating. Moreover, TCS' brand value grew 286 percent from $2.3 billion in 2010 to $9.04 billion in 2016, marking the fastest growth across the IT Services industry during this period.

"TCS' customer focus has been central to its recent success, but a closer look at our data shows strong and improving scores for brand investment and staff satisfaction, too," said David Haigh, CEO of Brand Finance. "It has emerged as a dominant force in the IT services industry and is the strongest brand in the sector. Its brand power is indisputable."

"This ranking truly reflects the extent to which TCS is deeply rooted in the U.S. community, focused on the impact we can have for our customers and society at large," added Surya Kant, President of North America, UK and Europe, TCS. "I want to congratulate many of our customers for their inclusion in the Top 500 U.S. brands study, and look forward to another year of strong growth and success alongside them."

TCS has significantly invested in the U.S. over the past year to further its business growth and brand strength. New facilities, such as the Digital Reimagination Studio in Santa Clara, are fostering its enhanced digital initiatives with customers, while TCS has been the top recruiter of U.S. IT Services talent in working with many of the nation's top colleges. As a result, TCS has received numerous industry accolades, including being named as a Top U.S Employer by the Top Employers Institute and one of Achievers' 50 Most Engaged Workplaces for the second consecutive year.

In 2015, as title sponsor of the TCS New York City Marathon, TCS witnessed a record 275,000 downloads of the official race app that it created, which was ranked as the top free sports app and one of the best new apps in the Apple Store on Race Day. TCS was also the tech sponsor of the Chicago and Boston Marathons.

TCS also continued its deep commitment to improving access to STEM education and careers in the U.S. Among its many initiatives, the company co-hosted the inaugural STEM Mentorship Awards at the White House and reached the milestone of 660,000 pledges with Million Women Mentors, representing two thirds of the program's goal of 1,000,000 pledges from STEM mentors for girls, young women and minorities. Furthermore, TCS' flagship goIT program, teaching coding, robotics and design, expanded to 32 cities and engaged with more than 10,000 middle and high school students.

For immediate use **PRESS** RELEASE

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.

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 362,000 of the world's best-trained consultants in 45 countries. The company generated consolidated revenues of US $16.5 billion for year ended March 31, 2016 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. For more information, visit us at www.tcs.com

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

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