TCS/PR/SE-34/2017-18

July 19, 2017

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 "**AXIS Securities launches voice-based mobile trading**" which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,
For **Tata Consultancy Services Limited**

Rajendra Moholkar
Company Secretary

TATA CONSULTANCY SERVICES
Tata Consultancy Services Limited
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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

AXIS Securities launches voice-based mobile trading

App based trading powered by TCS BaNCS Digital to increase trade volume by 10-15 percent

MUMBAI, JULY 19, 2017: Tata Consultancy Services (BSE: 532540, NSE: TCS), the leading IT services, consulting and business solutions organization, announced that its customer, AXIS Securities Limited, India, has launched voice-based trading as part of TCS BaNCS Digital, and is among the early adopters of this technology to offer such a capability to its customers. As a result of this new offering, trade volumes are expected to grow by 10 -15 percent from the mobile app and the enhanced voice based trading.

Arun Thukral, Managing Director and CEO, AXIS Securities, said, "Our aim is to deliver simplified user interface to retail investors. The launch of trading through voice commands is a positive step in that direction. The mobile trading app from TCS BaNCS with the new voice-based trading capability, has helped us deliver high usability trading experience to end clients and voice based trading is a market first initiative towards completely touch-free trading."

Bharat Shah, Product Head, TCS BaNCS for Securities Trading, said: "Voice-based trading is a key technological development in digital trading today. With the voice based trading app from TCS BaNCS, AXIS Securities is able to revolutionize investment practices and deliver a richer user experience to its customers. The unparalleled scalability of TCS BaNCS in handling large volumes of trades is a crucial aspect of AXIS' Digital transformation initiatives to gain competitive edge in the marketplace."

TCS BaNCS for Securities Trading and Processing is a time-tested brokerage product deployed across more than 40 sites worldwide. The voice based trading app – via speech - enable investors to check quotes, buy and sell securities, view their portfolios and transactional history all in a totally secure manner.

With usability and personalization being critical drivers in the digital trading space, brokers are keen on investing in user-friendly trading apps that can help increase their relevance to their customers. Further, the self-directed investor of today is constantly on the move and saddled with multiple tasks at any point of time, making it critical that financial transactions are conducted in a seamless and smooth manner. The voice-based trading app from TCS BaNCS Digital can capture an investor's commands and execute on them immediately, increasing transactional efficiency, accuracy and quality of processing thereby, enhancing customer service.

About Axis Securities Limited

AXIS Securities Limited, a subsidiary organization of AXIS Bank Limited, offers retail broking services under its flagship brand Axis Direct – www.axisdirect.in. Axis Direct offers customers the facility of a single account to invest in equities, mutual funds, bonds, systematic investment plans (SIPs), derivatives, and other assets. AxisDirect is one of the fastest growing players in the industry and is among the top 5 players in terms of customer base and active investors. Axis Securities currently serves over 14 lakh customers.

For immediate use **PRESS RELEASE**

About TCS Financial Solutions

TCS Financial Solutions is a strategic business unit of Tata Consultancy Services. Dedicated to providing business application solutions to financial institutions globally, TCS Financial Solutions has compiled a comprehensive product portfolio under the brand name of TCS BaNCS. With a global customer base of more than 370 institutions operating in over 80 countries, TCS BaNCS delivers core systems for the banking, insurance and capital markets industries worldwide, for the digital era. For more information, visit us at www.tcs.com/bancs

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 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 385,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $17.6 billion for year ended March 31, 2017 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

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