TCS/PR/SE-75/2017-18

November 23, 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 **"Eastern Communications Partners with Tata Consultancy Services for OSS/BSS Transformation"** 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
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Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS** RELEASE

Eastern Communications Partners with Tata Consultancy Services for OSS/BSS Transformation

- ***TCS HOBS Enables Outstanding Results for Leading Enterprise Service Provider in the Philippines***
- ***TCS HOBS to be showcased at TM Forum Live! Asia in Singapore 5-7 December***

MANILA | MUMBAI, November 23, 2017: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, today announced Eastern Communications, a leading enterprise service provider in the Philippines, has successfully implemented TCS HOBS, TCS' next-generation platform for subscription based digital businesses.

Eastern Communications chose TCS as strategic partner to replace its B2B segment offerings. TCS HOBS was selected to help enable Eastern Communications to modernise legacy systems, expand service offerings, enhance customer experience and create new revenue streams. Adopting a platform-based service model gives Eastern Communications, one of the Philippines' most established telecom operators, a strategic advantage in a competitive market.

Emmanuel D. Caido, Head of IT, Eastern Communications: "A new paradigm of innovation, agility and customer-centricity is reshaping the communication industry, and more than ever, you need to have the best digital technology and expert capabilities enabling your strategy. We selected TCS based on their proven track record in the global telecom industry. TCS has been a great partner in our digital journey, helping Eastern Communications modernize its legacy billing system."

TCS migrated 27 services and over 4,000 B2B product offerings to TCS' HOBS, including voice, data and managed service. The programme was completed in 18 months. As a result, Eastern Communications is now able to faster provision and manage the customer-lifecycle across product management, sales, service assurance, revenue management and operation. Customer experience is better personalised, and products and services are launched at a much faster rate than previously. Highlights include an 80% improvement in time required to launch of new business, 70% of payments now done via bulk.

Vikram Singh, Country Manager, TCS Philippines: "We are proud to have been selected as the technology partner to help the Philippines' premier communications provider capture new revenue streams and synergies with partners and optimise various touch points in the customer lifecycle. Eastern Communications is now more agile and better-enabled to take on new business opportunities as a digitally transformed and future-ready enterprise."

TCS HOBS V6.0 was launched in March 2017 at Mobile World Congress. According to TCS, it addresses the needs of a service provider or any digital enterprise focused on subscription based services, to simplify their processes, enhance customer experience and enable rapid launch of new digital services. Based on an Open Architecture, the platform provides omni-channel engagement, ubiquitous identity, customer insights, collaborative selling, dynamic orchestration and transparent partner management. The cloud based architecture ensures a quicker time-to-market and a pay-as-you-grow business model with the highest level of security and privacy. Read more here: https://www.tcs.com/tcs-releases-hobs-next-generation-digital-platform-service-providers

TM Forum Live! Asia

TCS will be showcasing TCS HOBS at the TM Forum Live! Asia, the region's must-attend event for digital transformation in Singapore, December 5-7. More information about TCS sessions, booth, contacts is available here.

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About Eastern Communications

Eastern Communications is the premier telecommunications company in the Philippines. Pioneering the first data center in the country, Eastern Communications has built a reputation for trail blazing paths for connectivity in this part of the Pacific. Its 138-year legacy conveys long-standing partnerships with industry players, government agencies, institutions, small- and medium-sized enterprises, and, today, even households. Eastern Communications further expands its infrastructure, linking clients to the global network and leveraging their performance with strong and reliable connections for uninterrupted service. Operating in strategic locations of Metro Manila, Baguio, Cavite, Laguna, Batangas, and Cebu, the company brings its portfolio of dependable and affordable internet, data, and voice products, and relevant business-centric managed services offerings to new horizons. Service excellence and customer satisfaction remain the company's benchmarks in delivering its promise of high-grade, customized connections. The trusted business connectivity solutions provider stays on top of quality management standards by obtaining the prestigious ISO 9001:2015 certification. Today, Eastern Communications sets out to bring competitive advantage and possibilities of the new age to its clients. With its bandwidth capability and an array of services, the company emboldens its partners to embrace emerging technologies and open opportunities.

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 389,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of U.S. $17.6 billion for year ended March 31, 2017 and is listed on the BSE Limited and National Stock Exchange of India Limited. For more information, visit us at www.tcs.com.

For immediate use **PRESS** RELEASE

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