TCS/PR/SE-91/2015-16

February 17, 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 Launches its Digital Reimagination Studio in Silicon Valley**" 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

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 Launches its Digital Reimagination Studio in Silicon Valley

Brings Start-Up Culture to Enterprise Clients With World Class Designers, Engineers and Business Consultants Reimagining Industries Through Digital Technologies

SANTA CLARA | MUMBAI, Feb 17 , 2016: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organization, today announced the launch of its Digital Reimagination Studio in Santa Clara, designed to help customers and partners rapidly ideate bold new innovations and build industry changing concepts.

This new facility brings a start-up culture to large enterprise clients, expanding TCS' current footprint in Santa Clara by leveraging the best of world class creative, design, engineering, and business domain experts. With digital and disruptive forces fundamentally changing most global sectors – at unprecedented speeds – new models of business transformation and client engagement are needed. The TCS Digital Reimagination Studio enables customers to maximize the benefits of digital technologies via rapid product prototyping in Silicon Valley style garages and workspaces that foster creativity and extremely agile collaboration.

"Digital is now pervasive and an unstoppable force that is changing many industries we know today. The creative-led teams and processes we are pioneering in our new TCS Digital Reimagination Studio in Silicon Valley will set the standard for our industry," said N. Chandrasekaran, CEO and Managing Director of Tata Consultancy Services. "We are pleased to extend these capabilities to our customers and look forward to many Digital Reimagination™ client engagements in the months and years to come."

The TCS Digital Reimagination Studio will create meaningful innovations by leveraging a human-centered systemic approach to reimagining industry business models, products and services, customer segments, channels, business processes, and workplaces. The proprietary creative process used in the Studio guides the joint TCS-Customer and partner teams through Discover, Define, Refine, and Deliver phases. The rapid-prototyping methods, combined with continuous iteration, will create bold new innovations to not only meet customer needs, but impact industries in unique and novel ways.

For immediate use **PRESS** RELEASE

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 344,000 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.

To stay up-to-date on TCS news in North America, follow @TCS_NA. For TCS global news, follow @TCS_News. Subscribe to an RSS Feed of TCS Press Releases.

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