December 4, 2012

DGM – Corporate Relations
Bombay Stock Exchange Ltd.
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001

The Listing Department
National Stock Exchange
Exchange Plaza
Plot No. C-1, Block G
Bandra – Kurla Complex
Bandra (East)
Mumbai – 400 051

The Executive Director
Delhi Stock Exchange Association Ltd.
DSE House
3/1, Asaf Ali Road
New Delhi – 110 002

Dear Sir,

We are pleased to inform that the Company has entered into an alliance with Brush Brands UAE's a leading brand consultancy to deliver full service brand consultancy and integrated design services in India and other key international markets including GCC and Asia which will be effective starting January 2013. Through this exclusive partnership, Tata Elxsi will build Brash Brands' business in India and Brash Brands will represent Tata Elxsi's portfolio of design services throughout its international offices such as Dubai, Abu Dhabi, Saudi Arabia, Qatar and Singapore.

In this regard please find attached the copy of the press release for taking it on record.

Yours faithfully
For Tata Elxsi Limited

G. Vaidyanathan
Company Secretary

Encl: a/a

engineering creativity