TCS/PR/SE-27/2013-14

September 10, 2013

National Stock Exchange of India Limited
Exchange Plaza
Bandra-Kurla Complex
Mumbai
Fax. No. 2659 8237 / 38
Kind Attn.: Manager, Listing Department

BSE Limited
P. J. Towers
Dalal Street
Mumbai
Fax. No. 2272 2037 / 2272 3121
Kind Attn.: General Manager,
Department of Corporate Services

Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of a Press Release titled **"Scandinavian Airlines (SAS) selects Tata Consultancy Services as its Strategic IT Partner"** 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

Encl: as above

For immediate use **PRESS** RELEASE

Scandinavian Airlines (SAS) selects Tata Consultancy Services as its Strategic IT Partner

- *Five year deal ispart of larger initiative to improve competitiveness at the SAS group*
- *Cloud based solutionto bring significant efficiencies and simplification across thetechnology stack*
- *Multi-year, multi-million deal to make SAS more competitive for the new digital wave*

Stockholm/Mumbai, September 10, 2013: Tata Consultancy Services (BSE: 532540, NSE: TCS), the leading IT services, consulting and business solutions organization, announced that it has been selected by,SAS Scandinavia's leading airline, to help transform andoptimize its IT processes, applications and infrastructure.TCS will implement its propriety cloud based solutions to simplify and standardize the SAS IT landscape. The initiative is a part of the SAS "4 Excellence Next Generation" strategy, aimed at improving competitiveness of the SAS Group.Through this partnership, SAS will also tap into TCS' Aviation and Digital Innovation Labs to develop solutions addressing the needs of the new digital consumer.

"We are very pleased to enter into a long-term partnership with Tata Consultancy Services, a proven supplier of global expertise in technology and experience in the aviation industry. It is a significant step that will enable SAS to achievesignificant goals within the "4 Excellence Next Generation" strategy. TCS hasbuilt a strong reputation as a partner that drives simplification and business enablement. This agreement will strengthen our long-term competitiveness and enable new digital solutions to drive growth."says **Hans-PetterAanby, CIO of SAS Group.**

Amit Bajaj, Head of North Europe at TCS said, "TCS is pleased to be selected as a strategic partner in SAS' transformation journeyto addressthe new paradigm in the aviation industry, which is characterized by intense competition and demanding customers who are increasingly going digital."He added, "Having recently being selected for several transformationalengagementssuch as TDC in Denmark, Posten in Norway, Nokia in Finland and SAS in Sweden and theNordic region at large, TCS has emerged as a clear partner of choice for Nordic companies looking to reinvent themselves in this new digital age."

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Present in the Nordic region since 1991, TCS has continuously invested in the market locally to deliver consistent results to its customers. TCS' Nordic operations comprise over 5500 professionals working across Sweden, Finland, Norway, Denmark and Iceland, servicing leading Nordic companies. Its scale of operations has doubled since 2010 in the region with significant increase in local hiring. TCS had been selected as the Nordic leader in Customer satisfaction across various surveys for the fourth consecutive year.

"TCS is one of the rare companies that have been able to manage an excellent rate of growth, while retaining its customer satisfaction levels at the highest levels. Their ability to perform consistently has led to customers rating them at the highest level in the Industry in the Nordic region and across Europe. It hence comes as no surprise that many Nordic firms are selecting them as a partner to drive their crucial transformation initiatives." **Said Jef Loos, Head of Sourcing - Europe at Whitelane Research.**

About Scandinavian Airlines
SAS Scandinavian Airlines is Northern Europe's leading airline with more than 1100 daily departures to 136 destinations in Scandinavia, Europe, the U.S. and Asia. SAS offers a wide range of innovative travel solutions in order to make customers' travel as time efficient and smooth as possible. SAS has a world class punctuality as one in five most punctual airlines in the world for the fourth year in a row. For more information, please see: www.sasgroup.net.

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, BPO,infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognised as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 277,000 of the world's best-trained consultants in 44 countries. The company generated consolidated revenues of US $11.6 billion for year ended March 31, 2013 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com.

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Media Contacts

TCS Media Contacts:

Global:
Email: pradipta.bagchi@tcs.com
Phone: +91 22 6778 9999

Europe / UK:
Email: abhinav.kumar@tcs.com | ashish.babu@tcs.com
Phone: +32 22821927 | +44 078 418 92227

Nordic:
Email: sol@morsingpr.dk| kristina@morsingpr.dk
Phone: +45 20 10 44 20 | +45 53 61 02 00

India:
Email: h.ramachandra@tcs.com | shamala.p@tcs.com
Phone: +91 22 6778 9078 | + 91 22 6778 9081

USA / Canada:
Email: b.trounson@tcs.comPhone: +1 646-313-4594

Asia Pacific:
Email: sean.davidson@tcs.com
Phone: +65 9139 3668

SAS Media Contacts:

SAS Corporate Communication

Phone: +46 8 797 2944