TCS/PR/SE-20/2014-15

August 12, 2014

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 **"Avis Car Rental and Budget Car Rental Partners with TCS to Launch New Mobile Applications"** 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

Avis Car Rental and Budget Car Rental Partners with TCS to Launch New Mobile Applications

Enhanced User Experience; More Options to Determine Best Price Across Channels

NEW YORK | MUMBAI, August 12, 2014: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions organization, today announced the recent completion of significant enhancements to a series of mobile applications developed on behalf of Avis Car Rental and Budget Car Rental. The upgraded mobile applications provide customers of the car rental companies with innovative new functionality, including synchronized pricing across channels (e.g., mobile, social, office location) to reflect customized preferences and insurance options, and more available ancillary products for in-app selection.

The upgraded Avis Car Rental and Budget Car Rental mobile applications process coupons and account for frequent traveler program surcharges, insurance and other add-ons, to help customers understand the total cost of their rental. They also allow customers to select additional ancillary products they would like incorporated into their reservation, including Loss Damage Waiver protection, Additional Liability Coverage, Satellite Radio and Roadside Assistance, beyond the previously available GPS and child safety seats options.

"Being a leader in mobile services to car rental customers is an important objective for us as we look to profitably accelerate our growth, while at the same time enhance the customer experience we provide. The work TCS has done over the last several months – on time, on budget and to scope – has been critical to our progress against this objective," said David Wyshner, Senior Executive Vice President and Chief Financial Officer for Avis Budget Group.

The new Avis and Budget mobile applications are currently available on the iOS and Android platforms. Additional features allow customers to make, modify or cancel a car reservation, view past rental details, find rental locations, select car preferences, and compare the existing and modified reservation data. Most recently, the Avis mobile application was also launched on the Microsoft Windows Phone and BlackBerry operating systems to provide additional options for Avis customers.

"In the new digital age, it is crucial for a company to build a seamless and total presence for customers across all channels," said Satya Ramaswamy, Global Head of Digital Enterprise, Tata Consultancy Services. "We are thrilled that the new Avis Car Rental and Budget Car Rental mobile applications will not only enhance customer loyalty and brand affinity, but elevate the company's ability to meet the competition head-on."

"Enabling customers to manage all aspects of their car rental experience through the innovative use of digital technologies is a winning strategy that drives new channel business. Avis Car Rental and Budget Car Rental have raised the bar yet again in the car rental industry, leveraging digital in a big way and TCS is excited to be the technology partner in this endeavor", said S Sukanya, Vice President and Global Head of Travel, Transportation and Hospitality Unit, Tata Consultancy Services.

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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 more than 305,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $13.4 billion for year ended March 31, 2014 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com.

About Avis Budget Group

Avis Budget Group, Inc. is a leading global provider of vehicle rental services, both through its Avis and Budget brands, which have more than 10,000 rental locations in approximately 175 countries around the world, and through its Zipcar brand, which is the world's leading car sharing network, with more than 860,000 members. Avis Budget Group operates most of its car rental offices in North America, Europe and Australia directly, and operates primarily through licensees in other parts of the world. Avis Budget Group has approximately 29,000 employees and is headquartered in Parsippany, N.J. More information is available at www.avisbudgetgroup.com.

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