TCS/ PR/SE-54/2013-14

January 21, 2014

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 **"TCS Launches New Digital Software & Solutions Group to Transform Digital Commerce and Customer Centricity"** 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

TCS Launches New Digital Software & Solutions Group to Transform Digital Commerce and Customer Centricity

Customized Solutions for Retail, Communications and Banking and Financial Services Companies

Mumbai, January 21, 2014: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting and business solutions organization, today announced the launch of the Digital Software & Solutions Group, a new business unit designed to help customers undergo critical digital transformations through modular, fully integrated, industry-tailored licensed software and solutions. Initial industries served will be Retail, Communications and Banking and Financial Services, three sectors with a particularly urgent need to adopt emerging technologies to enhance digital commerce and customer intelligence capabilities, and rapidly shift product and service offerings to compete in highly competitive and customer-centric arenas.

"Digital transformation is impacting almost every industry, and in several cases it is imperative to address needed operational changes within the next two years to remain relevant and prosper," said N Chandrasekaran, CEO & MD, TCS. "The Digital Software & Solutions Group is a serious commitment to TCS' strategic customer partnerships through fully integrated and scalable solutions that meet their business needs and challenges, while reducing the total cost of ownership."

The Digital Software & Solutions Group's initial offerings include 'Digital Commerce' and 'Customer Intelligence & Insights.' They are **modular** – enabling customers to embark on the transformation journey at their own pace; **scalable and fully integrated** – providing a comprehensive roadmap of client needs today and tomorrow; and **industry-specific** – tailored to the unique needs of Retail, Communications and Banking and Financial Services companies, versus the all-too-common "one size fits all" approach.

"Digital Software & Solutions allows customers to select solutions and engagement models that best fit their needs, whether it's a software module that addresses a particular business pain point, a fully integrated solution that transforms a business function, or a digital transformation engagement driving results across the business," said Seeta Hariharan, General Manager & Group Head of TCS Digital Software & Solutions. "These solutions are backed by TCS' deep domain capability and delivery expertise."

By providing fully integrated solutions, TCS reduces the total cost of ownership for customers, due to business engagement models that are flexible and structured around a customer's consumption patterns. At the same time, TCS also offers support programs to train customers to best utilize TCS' software and solutions.

For more information, please visit the TCS Digital Software & Solutions webpage: http://on.tcs.com/digitalsoftware

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, BPO, 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 290,000 of the world's best-trained consultants in 46 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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