



TCS/PR/File-BSE& NSE/2012-13/9

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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 "**Three-time #1 spot in client satisfaction drives growth for Tata Consultancy Services in the Nordic Region**" 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

TATA CONSULTANCY SERVICES

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For immediate use **PRESS RELEASE**

Three-time #1 spot in client satisfaction drives growth for Tata Consultancy Services in the Nordic Region

- For the third consecutive year TCS maintains #1 spot for client satisfaction in the KPMG survey of 340 top Nordic companies by IT spend
- Scores highest among 28 service providers surveyed and demonstrates 12 to 20 point lead on companies delivering services of comparable scale and complexity
- Delivers industry leading growth, Nordic operations double in size since 2010

Mumbai, May 11, 2012: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) global provider of IT services, consulting and business solutions, announced that it maintained its #1 position in the Nordic Region for the third consecutive year in the annual KPMG Nordic Region Service Provider Performance and Satisfaction study. In the survey covering CxOs of 340 of the top IT spending companies in the Nordic Region, TCS came out on the top with an overall client satisfaction score of 80%, the highest amongst the 28 service providers evaluated and significantly above the industry average of 68%.

"This is the third year in succession that TCS has achieved the best score in general customer satisfaction, and has achieved above-average results in every single KPI. The result is especially impressive considering the rate at which TCS has been growing in the region. Very few companies are able to balance industry leading growth while maintaining pole position in client satisfaction. TCS has demonstrated that it has got the formula right," said **Carl-Henrik Hallström, Head of Sourcing Advisory at KPMG.**

TCS is among a select few global service providers in the survey that have had more than 25 large scale and transformational projects in the Nordic region evaluated. When relating the TCS score to other global service providers that engage in projects of comparable complexity and scale, the survey shows that the general customer satisfaction lead that TCS has over these companies is between 12 and 20 percentage points.

One of the clients TCS is providing transformation services to, **Will Pritchett, Director of Change at RSA Scandinavia (Codan and Trygg-Hansa)**, said: *"The TCS team is successfully transforming our Claims and Front-office Platform, which has delivered strategic value to RSA in consolidating our operations in Sweden and Denmark through establishing a common Nordic IT platform; extendable to all markets in the region. Thanks to the ability to deliver industry specific and complex services while working closely with RSA & our partner ecosystem, we are extremely satisfied with TCS. The partnership with them has been critical towards the success of this program."*

Another TCS client, **Taneli Ropponen, CIO at DNA**, remarked, *"The TCS team has transformed our IT landscape enabling us to improve end-customer experience and enhance operational stability. TCS has been very flexible, accessible and responsible partner that has proactively worked on innovative solutions to overcome challenges and meet our objectives."*

Present in the Nordic region since 1991, TCS has continuously invested in the market locally to deliver consistent results to its customers with a level of certainty that no other firm can match. TCS now has more than 4500 consultants working on projects in the Nordic region with over one-third of in-country staff being local nationals. Its scale of operations have doubled since 2010 in the region and globally the company recently announced a symbolic crossing of US\$ 10 billion mark in terms of revenue.

"Over the last few years, clients in the Nordic market have demanded a new age supplier that can keep up with the demands of an increasingly competitive business world and hyper-connected consumer. I am very pleased that for the third year in running we have delivered consistent performance, while undertaking larger and more complex assignments every year. I attribute this to our unique company culture of customer centricity, multi-disciplinary capability and collaborative approach," said Amit Bajaj, Head – Nordic and Baltic Region. He added, *"Customers who choose TCS can trust us to deliver. Notably 100% of TCS' clients surveyed were satisfied with our services."*

About KPMG Nordic Region Service Provider Performance & Satisfaction Study 2012

An important IT survey on trends and satisfaction based on perception from end-user clients

The report is focused on more than 300 of the top IT spending companies in all sectors in the Nordic region. Total confidentiality is guaranteed for participants and the data is collected via a web-based survey. Most participants are CIO, CFO, CXO or immediate direct reports with decision-making responsibility. For more information, visit www.kpmg.com.

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 238,500 of the world's best-trained consultants in 42 countries. The company generated consolidated revenues of US \$10.17 billion for year ended March 31, 2012 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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