TCS/ PR/SE-44/2013-14

November 27, 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 "**TCS Named a Global Leader in IDC MarketScape: Worldwide Life Science Sales & Marketing ITO 2013 Vendor Assessment by IDC Health Insights**" 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

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TATA CONSULTANCY SERVICES
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For immediate use **PRESS** RELEASE

TCS Named a Global Leader in IDC MarketScape: Worldwide Life Science Sales & Marketing ITO 2013 Vendor Assessment by IDC Health Insights

TCS Lauded forSignificant Industry Experience, Technical Skills and Capabilities

Mumbai / New York, November, 27 2013: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organization, today announced that it has been designated as a Leader in Worldwide Life Science Sales and Marketing ITO by the prominent global market intelligence firm, IDC. Among the attributes cited in the report, *"IDC MarketScape: Worldwide Life Science Sales and Marketing ITO 2013 Vendor Assessment,"* TCS was recognized for its extensive experience and expertise, across pharmaceutical, biotech and medical device companies, as well as delivery and technical capabilities.

The report evaluated 14 service providers across a number of capability and strategy measures such as Offering Roadmap, Portfolio Strategy, Customer Base, Engagement Capability, Pricing Model, Investment, Growth Strategy etc. IDC MarketScape criteria selection, weightings and vendor scores represent well-researched IDC judgment about the market and vendors through structured discussions, surveys and interviews with market leaders, participant buyers and end users.

"Companies are being driven toward sales and marketing IT outsourcing by several business needs, hence there is a strong demand for skilled IT outsourcing partners who can help reduce costs, improve process efficiency and provide strong life science-specific industry expertise," said Eric Newmark, program director for IDC Health Insights, Business Systems Strategies program. "Relative to other vendors discussed in the report, and based on feedback from multiple customer references, Tata Consultancy Services received high marks for its technical skills and capabilities."

"The Life Sciences Sales and Marketing space is continuously evolving with a growing focus on automation of processes, adoption of mobile platforms, deployment of a multi channel marketing strategy, and effective consolidation of data sources," said Debashis Ghosh, President of Life Sciences, Manufacturing and Energy at TCS. "TCS has been at the forefront in innovatively addressing customer challenges and helping them remain ahead of the curve, so being recognized as a Leader by IDC is a testament to our strong capability and expertise in the life sciences sales and marketing space."

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative

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criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

About TCS' Life Sciences Services

Top global life sciences organizations derive value from TCS' full services play in IT, consulting, KPO, infrastructure and engineering services as well as new-age business solutions including mobility and Big Data. TCS' rich industry experience, domain expertise and global footprint ensures that it partners with its life sciences customers to help them advance clinical trial efficiencies, accelerate drug discovery, maximize manufacturing productivity and improve sales and marketing effectiveness. In addition, TCS has a dedicated Life Sciences Innovation Lab, which ensures that its customers have the tools and innovative solutions they need to solve complex business challenges.

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 285,000 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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