TCS/ PR/SE-51/2013-14

December 19, 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 Insurance Launches Mobile Telematics Solution Enriching Customer Engagement for Auto Insurers"** 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 Insurance Launches Mobile Telematics Solution Enriching Customer Engagement for Auto Insurers

New App Transforms Smartphones into Telematics Devices for Usage Based Insurance

New York / Mumbai, December 19, 2013: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading IT services, consulting, and business solutions organization, today announced the launch of TCS Insurance Telematics Solution, a mobile application that turns consumers' smartphones into mobile telematics devices. Facilitating usage-based insurance (UBI) practices that more closely align consumer driving patterns and habits with auto insurance premiums, the TCS Insurance Telematics Solution minimizes the need for a separate, potentially expensive, telematics device provided by the insurer.

"Telematics data has the potential to radically change the way auto insurance is underwritten, and smartphone-based data acquisition presents a lower barrier for consumers than other methods," said Matthew Josefowicz, managing director at Novarica, a research and advisory firm focused on insurance technology strategy. "While some early adopters built their own telematics capabilities internally, insurers are increasingly turning to partners to help manage data capture and analysis in this important area."

Now, auto insurance companies can leverage a customized version of the TCS Insurance Telematics application available for iOS and Android devices. Consumers will be able to track driving habits and adopt safe behaviors that save them money. By leveraging telematics data for underwriting and actuarial processes, insurers can segment customers based on risk score, perform life time value analysis and, ultimately improve product pricing and strategy.

"Telematics is a game changer and will ultimately drive auto insurance premiums in the future. It provides insurer's an opportunity to improve customer engagement and service, while having the potential to make our roads safer for all of us," said Suresh Muthuswami, President, Insurance and Healthcare at TCS.

"The TCS Insurance Telematics Solution leverages innovations around digital technologies like mobility, cloud and big data, as well as our proprietary algorithms to help create a new business model for auto insurance," said TCS's Vinod Kachroo, Chief Technology Officer, Insurance and Healthcare. "The advanced analytics provides insurers better insights into driving patterns and mobile platform provides consumers new engagement models, creating a win-win for both."

TCS Insurance Telematics Solution is the latest in a series of product innovations from the company's Insurance Innovation Lab – a state-of-the-art environment for customers to test new ideas and trial new solutions. The Innovation Lab is also working on a Big Data based Telematics Analytics and Insights Solution to help insurers manage telematics data from various sources and analyze the data to provide

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 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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