



TCS/PR/2010-11/9

May 13, 2010

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Mumbai.
Fax No. 2659 8237 / 38
Kind Attn: Manager, Listing Department

Dept. of Corporate Services
Bombay Stock Exchange Limited
Mumbai
Fax No. 2272 2037 / 2272 3121
Kind Attn: Mr. Bhushan Mokashi
General Manager

Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of a Press Release titled **"Tata Consultancy Services appointed official technology partner to Cervélo, a leading European pro-cycling team"** which will be disseminated shortly.

The Press Release is self-explanatory.

Thanking you,

Yours faithfully,

For **TATA CONSULTANCY SERVICES LIMITED**

A handwritten signature in cursive script, appearing to read 'Suprakash'.

Suprakash Mukhopadhyay
Vice President and Company Secretary

Encl: as above

TATA CONSULTANCY SERVICES

Tata Consultancy Services Limited

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Tata Consultancy Services appointed official technology partner to Cervélo, a leading European pro-cycling team

- ***Part of broader global sports marketing strategy***
- ***Special TCS team will help Cervélo leverage technology for performance***

MUMBAI, May 13, 2010; Tata Consultancy Services (TCS), a leading IT services, business solutions and outsourcing firm was today appointed the official technology partner to the pro-cycling team – Cervélo Test Team (CTT) until 2012. CTT is a Switzerland headquartered team with 39 male and female riders from Europe, North America and Australia, including the 2008 Tour de France winner - Carlos Sastre.

This announcement adds to TCS significant portfolio of sports partnerships, which include tie ups with Formula 1 racing team Ferrari, Ducati and several major marathons worldwide. "We are partnering with leading sports brands that share the same values that drive our own company: a passion for excellence, success through teamwork, and a commitment to world-class quality.", said John Lenzen, Chief Marketing Officer of TCS

In addition to team sponsorship, TCS will support the team by providing technology services in kind. "A focus on going beyond business and engaging with the community has always been the defining principle of TCS and the Tata Group. Given our growing business interests and presence in Europe, we constantly look to give back to the communities we work in by supporting wellness through sports," said A S Lakshminarayanan, Vice President & head of TCS Europe

TCS will put in place a specialized team to work with Cervelo and identify how technology can be better leveraged to enhance the performance of the team. "We are immensely pleased to have Tata Consultancy Services as our official consulting and IT technology partner. As a global leader in IT, TCS has improved the business performance of some of the leading companies in the world. We are looking to harvest this same expertise to improve the performance of our cycling team", said Gerard Vroomen, co-founder of Cervélo.

About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services 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 160,000 of the world's best trained IT consultants in 42 countries. The Company generated consolidated revenues of over US \$6.3 billion for fiscal year ended 31 March 2010 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com

About Cervélo Test Team:

The bike industry's thought leaders—Cervélo, Zipp, ZipVit, Speedplay, Vittoria, 3T, Rotor Bike Components, fi'zi:k and Castelli—have put a new spin on professional cycling and product innovation with the formation of Cervélo TestTeam. Though the team garnered an impressive collection of victories in 2009, its inaugural year, racing success is not the team's only goal. Of equal importance to the partners in this project is the involvement of Cervélo TestTeam riders in product development and technical feedback. Last but not least, riders will participate in activities with customers, making the sport more accessible to cycling fans. For further information, visit www.cervelo.com.

RSS Feeds:

TCS web site: http://www.tcs.com/rss_feeds/Pages/feed.aspx?f=p

TCS media contacts:

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