



TCS/PR/File-BSE& NSE/2012-13/40

November 15, 2012

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 **"Tata Consultancy Services Collaborates with SAP on Development of SAP® Retail Execution 3.0 Mobile App"** 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

Tata Consultancy Services Limited

11th Floor Air India Building Nariman Point Mumbai 400 021 India

Tel 91 22 6778 9393 Fax 91 22 6778 9344 e-mail corporate.office@tcs.com website www.tcs.com

Registered Office 9th Floor Nirmal Building Nariman Point Mumbai 400 021

For immediate use **PRESS RELEASE**

Tata Consultancy Services Collaborates with SAP On Development of SAP® Retail Execution 3.0 Mobile App

Application upgrade further elevates effectiveness of consumer goods producers' retail service-visits through mobile access to CRM solutions

Frankfurt/ New York/Mumbai - November 15, 2012: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions firm, announced it is collaborating with [SAP AG](#) (NYSE: SAP) on development of the SAP® Retail Execution mobile app version 3.0. The collaboration is based primarily on TCS' extensive experience in consumer packaged goods (CPG) industry implementation projects and mobile application product development.

In version 3.0 of the powerful SAP Retail Execution 3.0 mobile app, it is extended to further improve productivity of CPG sales representatives during store visits and to provide merchandisers and promotions planners with critical insights on product placement and distribution and promotional impact. This new version—built on the SAP Mobile Platform—integrates with mapping, phone, camera and e-mail features on a mobile device, enabling sales teams to drive business processes and initiate business events from any location.

"TCS and SAP share a common commitment and passion for bringing the benefits of mobility to enterprises around the world," said Dr. Satya Ramaswamy, global head, TCS Mobility Unit. "We are delighted to team with SAP in co-developing SAP Retail Execution 3.0 for the benefit of CPG customers, thereby liberating their retail execution personnel from the desktop. TCS is already providing consulting services for SAP Retail Execution 3.0 at a major European beverage company."

"The strong partnership between SAP and TCS, specifically its consulting and solution experts, has allowed us to accelerate the development and enrichment of the core SAP Retail Execution product," said Chris McClain, executive vice president, Global Mobile Sales & Solutions, SAP. "SAP and TCS are committed to helping customers in the consumer products industry to achieve their goal of harmonized business processes while enabling rapid business transformation."

About Tata Consultancy Services (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 254,000 of the world's best-trained consultants in 44 countries. The

For immediate use **PRESS RELEASE**

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.

TCS' Mobility Services combines the benefits of emerging technologies like big data, analytics and mobility for enterprises across all industries. TCS' CPG Practice leverages mobility, big data, digital marketing and analytics to create industry-specific solutions to drive business transformation for CPG companies. TCS' Practice for SAP solutions, part of TCS' Enterprise Solutions group, offers end-to-end solutions and consulting services to global clients across diverse industry segments.

Follow TCS' SAP Practice on [Twitter](#).
Subscribe to an [RSS Feed](#) of TCS Press Releases.

###

SAP and all SAP logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries. All other product and service names mentioned are the trademarks of their respective companies.

SAP Forward-looking Statement

Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as "anticipate," "believe," "estimate," "expect," "forecast," "intend," "may," "plan," "project," "predict," "should" and "will" and similar expressions as they relate to SAP are intended to identify such forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP's future financial results are discussed more fully in SAP's filings with the U.S. Securities and Exchange Commission ("SEC"), including SAP's most recent Annual Report on Form 20-F filed with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.

For more information please contact:

Global: pradipta.bagchi@tcs.com - Phone: +91 22 6778 9999

APAC: sean.davidson@tcs.com – Phone: +65 9139 3668

India: h.ramachandra@tcs.com/shamala.p@tcs.com - Phone: + 91 22 6778 9078/+ 91 22 6778 9081

USA/Canada: m.mccabe@tcs.com - Phone: +1 646 313 4594

Europe/UK: abhinav.kumar@tcs.com - Phone +32 2282 1927