



TCS/ PR/SE-65/2013-14

February 24, 2014

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Exchange Plaza, Bandra Kurla Complex
Mumbai
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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 ranked #1 manufacturing industry IT service provider in Europe"** 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****TCS ranked #1 manufacturing industry IT service provider in Europe***TCS named as an industry leader for managing manufacturing operations*

London/Mumbai, February 24, 2014: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions organisation, has been ranked top for overall capabilities in EMEA for manufacturing-specific outsourcing services. The study, conducted by leading analyst firm IDC, praised TCS for its ability to provide holistic support for large and diverse IT initiatives.

The report recognised TCS' proven track record for designing and implementing systems for some of the region's leading companies. TCS partners with manufacturers from a range of industries to help transform their existing business models and implement technology solutions. These solutions improve operations by reducing operational expenditure, utilising existing capacity optimally, improving operating efficiencies across the value chain, and improving the time-to-market for new product releases. Each solution is tailored to the partner company, ensuring each business can meet its objectives within the usual safety and regulatory parameters.

Milind Lakkad, Vice President & Global Head – Manufacturing Industry Solutions Unit at TCS commented: "Manufacturers are under growing pressure to reduce operational expenditure and increase efficiencies, while maintaining product quality and meeting safety and regulatory norms. The advent of next generation technologies is reshaping the nature and context of the industry, making it necessary for us to assess the content, structure, and model of the current IT services space. We are devising innovative technological approaches to help businesses deliver process improvements, thus making the most of existing capacity and resources. We are delighted to be ranked as overall leader for capabilities in EMEA for manufacturing-specific IT services. IDC's assessment demonstrates TCS' strength for helping companies successfully transform entire IT operations to help make them more efficient."

Pierfrancesco Manenti, Head - EMEA, IDC Manufacturing Insights commented: "This report aims to help decision makers in the manufacturing industry best achieve their business goals by providing an independent view of the current performance of the leading IT vendors operating in EMEA. Throughout the research TCS has demonstrated an ability to deliver a complete range of services to European manufacturing enterprises, as also confirmed by TCS key manufacturing clients we interviewed."

TCS is recognised as the overall leader when measured against five key processes and is the outstanding leader in manufacturing operations management. The report gathered insights through a combination of questionnaires and interviews with end users and IT vendors. The assessment focused on the processes of most importance to the manufacturing industry in order to generate a sector-specific analysis to help manufacturers make more informed decisions. These key processes include supply chain management; product life cycle management and engineering; manufacturing operations management; enterprise resource planning; and customer relationship management.

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™, recognised as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 277,000 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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