



TCS/PR/SE-39/2014-15

October 21, 2014

National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex
Mumbai
Kind Attn: Manager, Listing Department

BSE Limited
P.J. Towers
Dalal Street
Mumbai
Kind Attn: General Manager,
Department of Corporate Services
Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of the Press Release titled **"TCS Launches User Experience Center of Excellence in Cincinnati, Ohio"** 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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Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS RELEASE**

TCS Launches User Experience Center of Excellence in Cincinnati, Ohio

Center Leverages Proprietary TCS UX Design Methodology and Tools to Further Enable Rapid Design and Deployment of Personalized, Responsive and Simple User Experience for SAP® Applications

NEW YORK | MUMBAI, October 21, 2014: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions organization, today announced the launch of its User Experience Center of Excellence at TCS' Seven Hills Park Delivery Center in Milford, Ohio, providing end-to-end consulting and implementation services to customers seeking innovation and ease-of-use in further leveraging SAP® applications.

The TCS Center of Excellence will develop best use cases for apps applying the SAP Fiori® user experience (UX) and SAP Screen Personas software, helping businesses improve productivity by simplifying, personalizing and mobilizing their processes. SAP Fiori is the new user experience for SAP software. Using modern design principles, SAP Fiori provides a role-based experience across all lines of business, tasks and devices. SAP Screen Personas is a browser-based screen add-on that lets consumers personalize user interfaces for traditional SAP solutions used on-premises.

"Businesses now have the opportunity to simplify the look and feel of their SAP apps, thanks to SAP Fiori and SAP Screen Personas, and we're helping customers put this into action with the launch of the TCS User Experience Center of Excellence," said Akhilesh Tiwari, Global Head of [TCS' Practice for SAP solutions](#). "User experience is about more than aesthetics; it's about helping employees be more effective and productive. The new center will apply TCS' proprietary user experience design methodology and tools to help our enterprise customers rapidly design and deploy customized, modern UX across their organizations, helping them to get the most out of their SAP apps."

The new TCS User Experience Center of Excellence complements the [TCS Global Center of Excellence \(CoE\), which was launched in 2011 in support of the SAP HANA® platform](#). The TCS Global CoE has one of its largest CoE Labs for SAP solutions at the TCS Seven Hills Park Delivery Center. [TCS' Practice for SAP solutions](#), part of [TCS' Enterprise Solutions group](#), offers best-of-the-breed solutions and services in support of SAP software to its clients around the world. In 2006, TCS became the first SAP global services partner in Asia, and earlier this year, TCS received two [SAP® Pinnacle Awards](#): Run SAP Partner of the Year in the "Run Clever" category for service delivery, and the inaugural SAP Customers' Choice Award.

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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](#), [BPS](#), [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 310,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$13.4 billion for year ended March 31, 2014 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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