



TCS/PR/SE-75/2014-15

January 21, 2015

**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 "*Tata Consultancy Services consolidates its long term partnership with the City of Amsterdam*" 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

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Corporate Identification No. (CIN) : L22210MH1995PLC084781

For immediate use **PRESS RELEASE**

Tata Consultancy Services consolidates its long term partnership with the City of Amsterdam

- Extends its title sponsorship of the TCS Amsterdam marathon by five years
- Recognizes contributions by its employees and clients in the fight against cancer

Mumbai /Amsterdam, January 21, 2015 –Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions organization, has today announced the extension of its partnership with the TCS Amsterdam Marathon. In an agreement signed in the presence of the Vice-Mayor of the City of Amsterdam, Eric van der Burg, the company renewed its title sponsorship of the Marathon until 2020, extending the original partnership by an additional five years.

Since TCS first began its support of the Marathon in 2011, the event has grown to become one of the largest and most popular marathons in Europe, hosting over 42,500 runners from over 80 countries last year. The race has now received the IAAF Gold Label for Road Races, the highest accreditation in this field.

TCS' employees and clients have contributed extensively to the event, comprising over 4% of the runners each year (1,850 of them participated in 2014). Over the past four years, the company's employees joined up into combined teams with over 30 of its client organizations, including ABN AMRO, Achmea, ASML, Avery Desnnison, AXA, Belgacom, DSM, ING, Iamsterdam, Nyenrode Business University, Irdeto, KLM, KPN, NXP, Platform Outsourcing Nederland, Rabobank, Royal HaskoningDHV and Tata Steel. Collectively these teams have been in the forefront of the effort that raised over €500,000 for the VUmc Amsterdam Cancer Centre, the country's leading cancer research facility. The company has won several corporate engagement and CSR awards in recognition of these initiatives.

TCS has also helped bring in new technology to the event. Its Digital Enterprise unit developed the official marathon app, in order to enhance the digital experience of the event for both runners and their supporters. The app allows families and supporters to track the progress of runners on a real-time basis among other features. In an effort to strengthen the marathon's brand and its engagement with a wide international audience, TCS spearheaded the effort to launch a new brand and social media campaign for the event in 2014. Titled #TCSsuperheroes, the campaign highlighted the stories of personal achievement behind every participant, ultimately engaging with 15 million people through social and digital channels.

Amit Kapur, Director and Head of Benelux of Tata Consultancy Services, commented: "At the TCS Amsterdam Marathon, we are always inspired by the personal achievement of every runner, the money they raise for charity, and the stories that have motivated them to participate. It is an honour for us to continue as the Marathon's title sponsor until 2020. We are excited to help people from across the world to participate in one of the world's leading sporting events and support a vital charity effort at the same time."

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Eric van der Burg, Vice-Mayor of the City of Amsterdam, commented: "TCS' support for the TCS Amsterdam Marathon over the last five years has made an immeasurable contribution to sport in Amsterdam and the people who participate in it. We are delighted that the relationship with TCS will continue for another five years and are looking forward to building on the success of 2014 as we continue to promote sports in Amsterdam."

Cees Pronk, Race Director TCS Amsterdam Marathon/Le Champion, commented: "We are proud to extend our partnership with TCS. The company's support will help us grow as one of the world's top running events, enabling us to continue building on our Superheroes goals. The success of the TCS Amsterdam Marathon in 2014 shows that anybody can be a superhero – by breaking through barriers and beating personal expectations – which inspires others. With the TCS partnership continuing until 2020, we are looking forward to taking the Marathon to new levels."

About Le Champion

Le Champion organises leading and distinctive running, cycling and walking events. In addition to the TCS Amsterdam Marathon, the association also organises other major sport events such as the Dam to Dam Run, the PWN Egmond Half Marathon, AGU Egmond-Pier-Egmond, the Noord-Holland Tour, the Plus Wandel4Daagse Alkmaar and the Dam to Dam Walking Tour. Moreover, Le Champion stages dozens of small-scale initiatives including cycling and walking tours at home and abroad. With more than 12,000 associates, Le Champion encourages over 200,000 to move each year. For more information, visit www.lechampion.nl.

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 318,000 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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