



TCS/PR/SE-88/2014-15

February 19, 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 **"TCS recognized as the industry's fastest growing brand over last five years"** 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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TCS recognized as the industry's fastest growing brand over last five years

- *Brand value grew 271% from US\$ 2.3 billion in 2010 to US\$ 8.7 billion in 2015, marks fastest growth across the IT Services Industry during the period*
- *Retain industry's highest brand strength rating of AA+, cements position as one of the top global brands in the industry*

London/Mumbai, 19th February 2015: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions organization, has been recognized as the fastest growing IT Services brand globally over the last five years by Brand Finance, the world's leading brand valuation firm. In the five year period 2010-2015, TCS emerged as the clear growth leader in the industry, increasing its brand value from US\$ 2.3 billion to US\$ 8.7 billion, while retaining the industry's highest brand strength rating of 'AA+'. It was also recognized as one of the top four global brands in IT Services for the fourth year in a row, cementing its position in the highest league of the industry.

Brand Finance assesses the dollar value of the reputation, image and intellectual property of the world's leading companies. Brand Finance's brand valuations are frequently peer-reviewed by top audit practices, accepted by various regulatory bodies and used by leading global brands as a performance benchmark.

David Haigh, CEO of Brand Finance, said "New age brands which are catering to the digital economy are seeing immense growth in their valuations. One example is Twitter, which was the fastest growing brand in 2015 across all sectors – tripling its brand value to US\$ 4.4 billion. Another brand we are tracking with great interest is TCS, which has had an impressive performance over the last five years with a growth of 271%, taking its brand value to US\$ 8.7 billion. Its focus on putting the customer first and becoming a trusted business partner over the long term have held the brand in good stead. Not only has TCS become one of the strongest brands in its sector, it has also seen the largest increase in brand value over the past five years – adding over \$6 billion to the value of its brand."

N. Chandrasekaran, CEO and Managing Director of TCS said "Our brand has made tremendous headway globally and the foremost drivers of value have been our industry leadership in customer satisfaction, business performance, talent base and several strategic initiatives we have taken to boost our brand. We will continue to invest towards brand leadership in every country and community we operate in."

Over the last five years, TCS has invested in several strategic initiatives to strengthen its brand. Its branding, public relations, sponsorships, employer brand and community programmes have been recognized with 50+ awards worldwide.

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The company is a major brand sponsor of marathons globally, including the TCS New York Marathon, which it commenced its title partnership with in 2014. In Europe, the TCS Amsterdam Marathon has won three top accolades at the Corporate Engagement Awards, including the Gold Award for best programme to raise brand awareness.

The company's flagship event, the TCS Summit was recognized last year as the "International Conference of the year" by C&IT awards. The company has leveraged its digital business strengths to build up its brand, by investing in initiatives such as the award winning TCS social soccer app – which provided social media sentiment analysis of the 2014 Fifa football cup in Brazil. It is also recognized as a top employer brand in across the major markets it operates in, including North America, Europe, UK, India, Latin America and Australia, among others. Over recent years, TCS has significantly upgraded its brand presence at leading industry and leadership forums worldwide, such as the World Economic Forum at Davos.

Rachael Stormonth, Senior Vice President at Industry Analyst Firm NelsonHall said, "TCS is one of the largest, fastest growing and most profitable companies in the IT Services industry, with the #2 position in terms of market capitalization globally. TCS' growing brand strength reflects the extent to which there has been a rise in awareness among business leaders towards the company's distinctive qualities. A range of marketing initiatives, such as sponsoring of major international marathons (New York, Amsterdam, Berlin, Singapore, Bangalore, Mumbai) are helping raise wider public awareness of the TCS name. This combination of high market cap and brand strength clearly shows TCS is delivering on shareholder value."

Brand Finance 5 Year Valuation of Tata Consultancy Services:

Brand Finance		Historic Brand Value by year (US\$ millions)						5 Year Trend	
								\$	%
IT Services Rank - Cumulative 5 year growth	Company	2010	2011	2012	2013	2014	2015	Increase in brand value	Increase in brand value
1	TCS	2,344	3,716	4,068	5,247	8,284	8,694	6,350	271%

Source: Brand Finance®

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

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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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About Brand Finance

Brand Finance is the world's leading brand valuation and strategy consultancy, with offices in over 15 countries. We provide clarity to marketers, brand owners and investors by quantifying the financial value of brands. Drawing on expertise in strategy, branding, market research, visual identity, finance, tax and intellectual property, Brand Finance helps clients make the right decisions to maximise brand and business value and bridges the gap between marketing and finance

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