



TCS/PR/SE-5/2015-16

April 28, 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 a ‘Leader’ in Analytics Business Process Services (BPS) by Everest Group**” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,  
For **Tata Consultancy Services Limited**

A handwritten signature in blue ink that reads 'Suprakash'.

**Suprakash Mukhopadhyay  
Vice President and Company Secretary**

**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  
Corporate Identification No. (CIN): L22210MH1995PLC084781

## **TCS Recognized as a 'Leader' in Analytics Business Process Services (BPS) by Everest Group**

*Report Cites TCS' End-to-End Solutions and Technology Framework as Key Strengths*

**NEW YORK | MUMBAI, April 28, 2015:** Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting and business solutions organization, today announced it has been positioned as a 'Leader' by research firm Everest Group in its report, '[Analytics Business Process Services \(BPS\) – Service Provider Landscape with PEAK Matrix™ Assessment 2015.](#)'

The Everest Group PEAK Assessment report analyzed the position of 19 service providers specific to the analytics BPS market. The report identified several key differentiators between service providers and recognized 'Leaders' for their demonstrated excellence in market success and delivery capability. From a market success perspective, these 'Leaders' achieved a significant lead over peers in terms of analytics BPS revenue and client base. These providers also have the early-mover advantage and have considerable scale across the analytics value chain, including predictive and prescriptive analytics.

The report highlights TCS' well-established market success as an indication of its large and growing client base and revenue. This success is based on the company's ability to deliver valuable insights supported by technology analytics integration, IP-based, industry specific analytics models, proprietary analytics platform, highly-skilled team of data scientists, exclusive Analytics R&D labs and an Analytics Center of Excellence. The report also cites TCS' strong delivery capabilities, comprehensive solution set and industry thought leadership in serving its clients.

"TCS is recognized as a 'Leader' in our PEAK Assessment of Analytics BPS service providers due to its large client base, end-to-end analytics services, and expertise in advanced predictive and prescriptive analytics, especially for sales and marketing areas," says Rajesh Ranjan, Partner and Head, BPS Research, Everest Group. "This positions TCS for future success as well."

"With a sharp focus on providing Digital Reimagination™ to customers across the digital five forces – Social, Mobile, Analytics, Cloud, and Robotics and Artificial Intelligence, TCS has effectively leveraged technology, domain and analytics expertise to provide actionable business insights to our customers and drive marketing ROI, lower risk and credit losses and improved operational efficiency," said Dinanath Kholkar, Vice President and Global Head of Business Process Services at TCS. "We believe that TCS' position as leader is testament to the success our clients achieve with us, whether that be through our industry domain expertise, R&D investment, or analytics platforms and tools."

Today, businesses are operating in a highly competitive and complex environment where new technologies, products and services are creating new industries, changing customer behaviors and driving new competition. In this environment, organizational decisions need to be based on accurate and insightful data. TCS' advanced analytics capabilities coupled with its vast industry experience, is positioned to help businesses use customized analytics solutions to accurately assess the current business environment and predict future trends for competitive advantage.

**About [TCS' Business Process Services \(BPS\) Unit](#)**

Enterprises seek to drive business growth and agility through innovation in an increasingly regulated, competitive, and global market. TCS helps clients achieve these goals by managing and executing their business operations effectively and efficiently. TCS' Business Process Services (BPS) include core industry-specific processes, analytics and insights, and enterprise services such as finance and accounting, HR, and supply chain management. TCS creates value through its FORE™ simplification and transformation methodology, backed by its deep domain expertise, extensive technology experience, and TRAPEZE™ suite of solution accelerators and governance enablers. TCS complements its experience and expertise with innovative delivery models such as robotic automation and providing Business Processes as a Service (BPaaS). With over four decades of global experience and a delivery footprint spanning six continents, TCS is one of the largest BPS providers today. Follow TCS BPS on Twitter [@TCS BPS](#).

**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 319,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$15.5 billion for year ended March 31, 2015 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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**TCS media contacts:**

<b>Global</b>	Email: <a href="mailto:pradipta.bagchi@tcs.com">pradipta.bagchi@tcs.com</a> Phone: +91 22 6778 9999
<b>Europe / UK</b>	Email: <a href="mailto:abhinav.kumar@tcs.com">abhinav.kumar@tcs.com</a>   <a href="mailto:ashish.babu@tcs.com">ashish.babu@tcs.com</a> Phone: +32 2282 1927   +44 078 418 92227
<b>India</b>	Email: <a href="mailto:h.ramachandra@tcs.com">h.ramachandra@tcs.com</a>   <a href="mailto:shamala.p@tcs.com">shamala.p@tcs.com</a> Phone: +91 22 6778 9078   +91 22 6778 9081
<b>USA / Canada</b>	Email: <a href="mailto:b.trounson@tcs.com">b.trounson@tcs.com</a> Phone: +1 646 313 4594
<b>Asia Pacific</b>	Email: <a href="mailto:sean.davidson@tcs.com">sean.davidson@tcs.com</a> Phone: +65 9139 3668
<b>Australia and New Zealand</b>	Email: <a href="mailto:alex.goldrick@tcs.com">alex.goldrick@tcs.com</a> Phone: +61 (2) 8456 2800
<b>Latin America</b>	Email: <a href="mailto:irais.moyat@tcs.com">irais.moyat@tcs.com</a> Phone: +5255 9157 8282