



TCS/PR/SE-55/2015-16

November 17, 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 Delivers SAP Transformation for Australian Pharmaceutical Industries**” 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

TATA CONSULTANCY SERVICES

Tata Consultancy Services Limited

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Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS RELEASE**

TCS Delivers SAP Transformation for Australian Pharmaceutical Industries

Industry First SAP ERP Implementation Unifies Core Business Lines

Sydney | Mumbai – November 17, 2015: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions firm, today announced the go-live of a comprehensive IT and business transformation program for Australian Pharmaceutical Industries (API), a leading Australian health and beauty company.

In what is believed to be a world first for an SAP Enterprise Resource Planning (ERP) platform integration of this nature, TCS unified and enhanced mission-critical IT systems across API's retail, franchise and wholesale operations. API's national wholesale network and its 420 Priceline and Priceline Pharmacy stores are now operating on the SAP ERP platform, which will provide enhanced customer service capabilities, improved logistics and finance processes as well as operational efficiencies.

After a series of mergers and acquisitions, coupled with fast-paced business growth, API selected TCS in 2013 as a strategic partner to update and replace key IT systems with a seamlessly integrated solution. The TCS designed SAP ERP platform integrates with API's systems, providing improvements in mission-critical business operations such as Merchandising, Sales and Customer Service, Logistics and Finance.

Stephen Roche, API's Managing Director and Chief Executive Officer, said, "We knew that to truly transform as a business and increase our competitiveness we could realise greater value by leveraging our considerable scale across both retail and wholesale operations. The integrated IT solution delivered by TCS delivers that platform, and with the system now 'live' we are able to achieve our key objectives of better outcomes for customers while still maximising efficiencies."

Deborah Hadwen, CEO, TCS - Australia and New Zealand said, "The successful integration of this SAP ERP platform for API's significant retail and wholesale divisions confirms our position as a leader in the delivery of innovative IT solutions for the retail sector in Australia. API and its customers will now be able to benefit from this state of the art technology infrastructure, including an enhanced user experience and the elimination of duplication across divisions, saving the company time and money."

Earlier this year, API and TCS co-presented the ERP transformation success story at SAPPHIRE NOW 2015 in Orlando, Florida. View video of the session here: <http://events.sap.com/sapphirenow/en/session/15918>

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 335,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US

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\$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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About Australian Pharmaceutical Industries (API)

Australian Pharmaceutical Industries Limited (API) has developed into one of Australia's leading beauty and health retail companies. API is one of the leading service providers to the pharmacy industry in Australia and today has a relationship with more than 4000 independent pharmacies. The services include wholesale product delivery, retail services, marketing programs and business advisory services. API also owns and operates the Priceline retail store brand that is a leading health and beauty brand in Australia. The company has product manufacturing capabilities and it is a niche player in over-the-counter pharmaceuticals and toiletries, which supply the Australian and New Zealand markets. API is the leading franchisor in the pharmacy industry, with more than 150 Priceline Pharmacy stores, it provides the pharmacist franchisees a total retail model. Combined with the traditional Priceline stores that the company owns, API provide health and beauty products that meet the needs consumers. For more information, visit us at www.api.net.au

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