



TCS/PR/SE-83/2015-16

February 3, 2016

**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 rated as the world’s most powerful brand in IT Services**” 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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TCS rated as the world's most powerful brand in IT Services

- Rated AA+ with a Brand Strength Index (BSI) of 78.3, the highest within the IT Services industry
- Retains #4 position in terms of brand value, fastest growing brand with 286% growth over 6 years
- Recognized for brand and marketing excellence with over 30 awards in 2015

LONDON | MUMBAI, February 3, 2016: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organization, today announced that it has been rated as the World's most powerful brand in IT Services by Brand Finance, the world's leading brand valuation firm.

Brand Finance's 2016 annual report evaluates thousands of the world's top brands to determine which are the most powerful, and the most valuable. Scoring highly on a wide variety of measures on Brand Finance's Brand Strength Index, such as familiarity, loyalty, staff satisfaction and corporate reputation, TCS emerged as the IT services industry's most powerful brand with a score of 78.3 points – earning it an AA+ rating. Across all industries, Disney was rated as the most powerful brand and Apple as the most valuable brand for 2016.

TCS is also the fastest growing brand within its industry over the last 6 years. The company's overall brand value has increased from US\$ 2.34 billion in 2010 (when the first evaluation of the TCS brand was conducted) to US\$ 9.04 billion in 2016; a growth rate of 286%.

David Haigh, CEO, Brand Finance, stated: *"TCS' customer focus has been central to its recent success, but a closer look at our data shows strong and improving scores for brand investment and staff satisfaction too. It has emerged as a dominant force in the IT services industry and is the strongest brand in the sector. Its brand power is indisputable."*

N. Chandrasekaran, CEO and Managing Director of TCS, said; *"Customer centricity lies at the heart of our organization and is a key driver for growth of the TCS brand. The efforts of our 344,000 employees – our best brand ambassadors – have helped our brand strength to be rated at the top of our industry. I would like to congratulate each one of them and also many of our clients who are listed among the world's top brands by Brand Finance this year. The value we create for our clients through innovative digital strategies will help continue to boost both their own brands and the TCS brand into the future."*

Over the last year, 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 30+ awards worldwide in 2015.

The company has leveraged its digital business strengths to build up its brand, by investing in initiatives such as the ElectUK app. ElectUK was created to engage UK General Election voters by turning their smartphone into a Big Data social media analytics tool. The innovative nature of the app and the surrounding campaign has earned it several awards including ["Best mobile brand campaign" at the Social Buzz Awards](#) and the [Public Relations award in the technology sector by PRCA](#). Its innovative Youth Report was awarded a [Gold rating for Communications at the Corporate Engagement Awards 2015](#). In recognition of its digital initiatives, TCS was also [ranked as one of the most innovative companies in the world by Forbes Magazine](#).

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The company is a major brand sponsor of seven marathons globally. In 2015, its title partnership with the world's largest marathon, the [TCS New York City Marathon](#), generated more than 588 million impressions on Twitter and Instagram related to the #tcsnycmarathon hashtag and witnessed more than 272,000 downloads of the official race app, also powered by TCS. In Europe, the brand and social media campaign around the TCS Amsterdam Marathon won multiple awards including ["Best use of Digital" at the Digital Impact Awards](#). Titled [#TCSsuperheroes](#), the brand campaign built on the idea that every runner is a superhero, highlighting the unique stories of personal achievement behind every participant.

In 2015 TCS has also been 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. Its customer centricity has also been recognized with 1470 'C-Level' Officers from Europe's top companies [ranking TCS #1 on both performance and customer satisfaction](#). Over recent years, TCS has significantly upgraded its brand presence at leading industry forums worldwide, such as the World Economic Forum at Davos, SIBOS, Dreamforce, TCS Summit, Oracle OpenWorld and Sapphire; where TCS along with SAP will be presenting [the Grammy-award winning rock band Coldplay](#) this year.

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 maximize brand and business value and bridges the gap between marketing and 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 344,000 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.

To stay up-to-date on TCS news in North America, follow [@TCS_NA](#). For TCS global news, follow [@TCS_News](#). Subscribe to an [RSS Feed](#) of TCS Press Releases.

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