



TCS/PR/SE-49/2016-17

November 4, 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 Positioned as a Leader in B2C Mobile Services by Independent Research Firm**” 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

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Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS RELEASE**

TCS Positioned as a Leader in B2C Mobile Services by Independent Research Firm

Report Cites TCS' Emphasis on Digital Reimagination™, Using Mobile as a Catalyst for New Business Models and Experiences for Customers

SANTA CLARA | MUMBAI, November 4, 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 positioned as a Leader among B2C Mobile Services Providers by Forrester Research, Inc., a leading independent research company, in their report, "*The Forrester Wave™: B2C Mobile Services Providers, Q4 2016*".

Forrester identified and evaluated the 13 most significant vendors in the B2C Mobile services market in the current offering, market presence, and strategy categories.

The report cited TCS' "scale and depth to provide end-to-end services to help clients innovate, create, design, build, test, and run" mobile solutions. It also stated that TCS is "best suited for customers with complex mobile B2C needs, such as large-scale or global projects, or significant backend refactoring and integration work."

"Rapid innovation in mobile platforms driven by the world's most innovative companies continues to enrich the field of mobile applications. Our focus is on deepening our expertise in both the experience design as well as the flawless execution of consumer mobile applications that result in consumer delight," said Dr. Satya Ramaswamy, Vice President and Global Head of Digital Enterprise at TCS. "This recognition by Forrester in B2C Mobile Service Providers follows on the heels of over 15 industry awards won by TCS in the consumer mobility space this year."

TCS collaborates, co-innovates, and prototypes with clients through its Digital Reimagination™ studio, where design thinking, mobile moments identification, and advanced engineering are key focus areas. TCS' Digital Reimagination™ studio creates meaningful innovations by leveraging a human-centered systemic approach and emerging digital technologies to reimagine business models, products and services, customer segments, channels, business processes, and workplaces.

For immediate use **PRESS RELEASE**

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 371,000 of the world's best-trained consultants in 45 countries. The company generated consolidated revenues of US \$16.5 billion for year ended March 31, 2016 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. For more information, visit us at www.tcs.com

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To stay up-to-date on TCS news in North America, follow [@TCS NA](#).

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