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May 22, 2017

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Kind Attn.: Manager, Listing Department

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Dalal Street
Mumbai
Fax. No. 2272 2037 / 2272 3121
Kind Attn.: General Manager,
Department of Corporate Services

Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of a Press Release titled “**Machine Learning Smart City Software from TCS Slashes Payback Period for LED Streetlights**” which will be disseminated shortly.

The Press Release is self-explanatory.

Thanking you,

Yours faithfully,
For **TATA CONSULTANCY SERVICES LIMITED**


~~Rajendra Moholkar~~
Company Secretary

Encl: as above

TATA CONSULTANCY SERVICES

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Machine Learning Smart City Software from TCS Slashes Payback Period for LED Streetlights

Intelligent Urban Exchange Platform Drives Smart Cities

NEW YORK | MUMBAI, May 22, 2017: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, today unveiled intelligent software that allows cities to derive greater value from costly LED lighting by reducing the typical four to five year payback period almost in half – to just two to three years. This allows cities to invest in other smart city projects sooner, cuts energy consumption using self-learning algorithms and improves public safety by responding to real-time changes in traffic, weather and people movement.

Available from TCS Digital Software & Solutions Group, Intelligent Urban Exchange (IUX) for Adaptive Streetlight Optimization also helps cities to jump start smart city projects in other domains, such as water and transportation, by leveraging smart streetlight wide area networks and a common data analytics platform.

"The global switch to smart street lighting is an open invitation for every city to begin their smart city journey," said Seeta Hariharan, General Manager and Group Head, TCS Digital Software & Solutions Group. "Like the dawn of the Internet, we're just scratching the surface of what's possible when cities intelligently connect scores of new urban data sources. Just as we're seeing in retail, banking and other customer-centric markets, cities will compete on their ability to deliver a superior experience for digitally savvy citizens and visitors."

The cloud-based IUX software capitalizes on ambitious efforts by cities of all sizes to replace power-hungry conventional streetlights that consume 40% to 50% of a typical city's energy budget. Designed for both LED and conventional streetlights, it acts like a virtual energy advisor for mayors, city managers and urban planners.

IUX can deliver an additional 15% to 25% in savings – on top of the 50% energy savings from LED lighting alone – by optimizing streetlight operation using machine learning and predictive analytics on real-time and historic data. It enables individual streetlights to respond to real-time events by automatically adjusting city lighting to suit changes in crime patterns, traffic, people movement, and weather.

For example, streetlight luminosity can be automatically increased to enhance public safety when crowds amass around a traffic accident waiting for first responders. The software can also recommend streetlights be dimmed to save money when bad weather keeps people indoors, increased in response to pedestrian activity or adjusted to resolve light pollution complaints.

For immediate use **PRESS RELEASE**

Cash strapped cities around the world are installing energy efficient LED lighting to cut costs, meet aggressive government sustainability mandates and free up funds for smart city projects. Research firm Northeast Group LLC predicts that over the next 10 years, 280.2 million LED streetlights will be added across 125 countries, reaching a penetration rate of 89% by 2026. The firm estimates public LED street lighting represents a \$69.5 billion market opportunity over the next decade, with \$12.6 billion invested in "smart" networked streetlights from 2016 to 2026. Furthermore, according to IT industry analyst firm Gartner and its [Smart Cities Look to the Future](#) March 2017 report, by 2020, 10% of smart cities will use streetlamps as the backbone for their smart city WAN (wide area networks).¹

Springboard to a Smart City

IUX is designed as a springboard for launching other smart city applications, because it doesn't require cities to purchase another smart cities platform for other domains such as water or transportation. Its Connected Intelligence Platform enables data from energy, water, transportation, and other domains to be accessed, exchanged and analyzed. This makes IUX useful for crisis management and emergency response, which depend on data across multiple city systems.

A city running IUX for Adaptive Streetlight Optimization can easily add other smart city applications such as Intelligent Water Management or Intelligent Transportation. A city using IUX for Intelligent Energy, Water Management and Transportation in unison could potentially predict a water main break, automatically reroute buses to avoid affected streets and brighten specific streetlights to assist repair crews -- automatically.

About TCS Digital Software & Solutions Group

Launched in 2014, TCS Digital Software & Solutions Group is a strategic growth business within TCS that helps customers undergo critical digital transformations with modular, scalable and fully integrated, industry-tailored licensed software and solutions. Industries served are Cities, Retail, Communications and Banking and Financial Services. These four markets have a particularly urgent need to adopt emerging technologies to enhance customer intelligence capabilities and rapidly shift product and service offerings to compete in highly competitive and customer-centric arenas. For more information, visit the TCS [website](#) or the Digital Software & Solutions Group [page](#) on LinkedIn.

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 387,000 of the world's best-trained consultants in 45 countries. The company generated consolidated revenues of US \$17.6 billion for year ended March 31, 2017 and is

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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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