



TCS/PR/SE-61/2017-18

October 27, 2017

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 Mobile Application Development and Testing by IDC MarketScape”** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Rajendra Moholkar
Company Secretary

TATA CONSULTANCY SERVICES

Tata Consultancy Services Limited

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Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS RELEASE**

TCS Recognized as a Leader in Mobile Application Development and Testing by IDC MarketScape

Cites Tata Consultancy Services' Customer Service and Employee Management as Key Strengths

SANTA CLARA | MUMBAI, October 27, 2017: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has been recognized as a Leader in the *IDC MarketScape, "Worldwide Mobile Application Development and Testing Services 2017 Vendor Assessment."*¹

According to the report, "TCS is rated highly for *customer service* because of percentage of clients retained and repeat business generated for clients in TCS' mobile application services work. Moreover, the report noted that, "Customers gave strong satisfaction reviews and commented positively on TCS' industry expertise, experienced personnel and technology integration capabilities."

"Elevated customer experience is the primary objective of all digital transformation initiatives. Mobile application development and testing services are a critical component in designing and testing that experience," said Sunil Karkera, Global Head – Digital Interactive Practice, TCS. "This recognition from an independent third party demonstrates our leadership and market success in this area."

With the discourse moving away from UI design to holistic experience design, TCS has invested in state-of-the-art design and content studios, design labs and distributed Agile engineering centers. The facilities are staffed with cutting edge talent, bringing together deep capabilities in design, business strategy and technology to fundamentally reimagine customers' businesses.

The Digital Interactive practice has successfully executed more than 1,500 projects for more than 300 customers, using an ideation-to-consumption and integrated collaborative tool-chain to deliver agility and time to market.

A key differentiator has been TCS' proprietary model called ROI-by-Design™, which allows for understanding and setting experience level objectives and the measurement of those experience level benchmarks, enabling consistent and superior experiences across channels.

"Our strength comes from a deep-rooted understanding of our customers' business and an ROI based approach, combined with our design and engineering expertise. Additionally, our continued investments in talent, innovation and a valuable partner ecosystem enables us to envision and deliver best-in-class mobile experiences to end-users," added Sunil Karkera.

¹ IDC MarketScape: Worldwide Mobile Application Development and Testing Services 2017 Vendor Assessment by Peter Marston, June 2017.

About IDC MarketScape:

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market.

For immediate use **PRESS RELEASE**

IDC MarketScope provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

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 389,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of U.S. \$17.6 billion for year ended March 31, 2017 and is listed on the BSE Limited and National Stock Exchange of India Limited. For more information, visit us at www.tcs.com.

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