



TCS/PR/SE-56/2017-18

October 17, 2017

National Stock Exchange of India Limited
Exchange Plaza
Bandra-Kurla Complex
Mumbai
Fax. No. 2659 8237 / 38
Kind Attn.: Manager, Listing Department

BSE Limited
P. J. Towers
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 “**Tata Consultancy Services Recognized as a Leader in Life Sciences Social Media Analytics 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

Encl: as above

TATA CONSULTANCY SERVICES

Tata Consultancy Services Limited

Maker Towers 'E' Block 11th Floor Cuffe Parade Colaba Mumbai 400 005 India

Tel 91 22 6778 9191 Fax 91 22 6639 1836 e-mail corporate.office@tcs.com website www.tcs.com

Registered Office 9th Floor Nirmal Building Nariman Point Mumbai 400 021

Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS RELEASE**

Tata Consultancy Services Recognized as a Leader in Life Sciences Social Media Analytics by IDC MarketScape

NEW YORK | MUMBAI, October 17, 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 life sciences social media analytics in the IDC MarketScape, "Worldwide Life Science Social Media Analytics 2017 Vendor Assessment."¹

According to the report, "TCS possesses considerable resources to support its global customers, and it was rated highly by social media analytics customers for account management and overall value."

"Progressive life sciences companies are using social media to engage with the end-user community and better understand how their brand and products are perceived," said **Debashis Ghosh, President - Life Sciences, Healthcare, Government and Energy Business Group, TCS.** "Our leadership positioning in social media analytics is an outcome of our deep domain expertise, continuous focus on innovation and investments in building digital solutions that help customers across the life sciences value chain to achieve superior business insights."

TCS offers this sector a full set of services spanning Consulting, IT, KPO, BPS, Infrastructure, and Engineering services. In recent years, there has been significant demand from Life Sciences companies for TCS' digital solutions – such as the Advanced Drug Development Suite – to help them become more agile, accelerate drug discovery, accentuate manufacturing productivity, and amplify sales and marketing effectiveness.

"Life Sciences companies are looking for vendors with industry-specific expertise, strong customer references and proven experience delivering measured value to drive their digital transformation. TCS, with its strong domain expertise, considerable artificial intelligence and cognitive computing capabilities is strongly positioned to drive this transformation," said the report's author, **Michael Townsend, Research Manager for IDC Health Insights Life Sciences Commercial Strategies.**

TCS' thoughtfully designed social media analytics solutions use a combination of big data analytics, cognitive technologies and cloud to analyze large volumes of end-user communication data from social media channels. This helps to assess brand perceptions, end-users' unmet needs, adverse events, and competitive intelligence.

"Our Social Media Analytics solutions are an essential part of the digital transformation journey for many of our life sciences customers, using the power of such technologies to gain actionable insights that result in greater responsiveness to end-user requirements and agility in the marketplace," added **Debashis Ghosh.**

¹*IDC MarketScape - "Worldwide Life Science Social Media Analytics 2017 Vendor Assessment," by Michael Townsend (IDC #US40511016), August 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.

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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. IDC MarketScape 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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TCS media contacts:

Europe:	Email: ashish.babu@tcs.com Phone: +31611531246
UK:	Email: peter.devery@tcs.com Phone: +44 20 3155 2421
India:	Email: h.ramachandra@tcs.com shamala.p@tcs.com Phone: +91 22 6778 9078 +91 22 6778 9081
USA / Canada:	Email: b.trounson@tcs.com Phone: +1 646 313 4594
Asia Pacific:	Email: neerja.jetley@tcs.com Phone: +65-90295944
Australia and New Zealand	Email: Darren.rudd@tcs.com Phone: +61 488 403 013
Latin America	Email: martin.karich@tcs.com Phone: +569 6170 9013
Nordics	Email: mattias.afgeijerstam@tcs.com Phone: +46723989188
Japan	Email: douglas.foote@tcs.com Phone: +81 80 2115 0989

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