



TCS/PR/SE-62/2016-17

January 17, 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 Positioned in ‘Winner’s Circle’ by HfS Research in Digital Marketing Operations” 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

TCS Positioned in 'Winner's Circle' by HfS Research in Digital Marketing Operations

Cites TCS for its Strategy, Strength and Leadership in Providing a Broad Range of Digital Marketing Services, Across Verticals

SANTA CLARA | MUMBAI, January 17, 2017: 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 in the highest overall performance category for demonstrating excellence in execution and innovation in digital marketing services by analyst firm HfS Research in its latest Blueprint, "Digital Marketing Operations report."

HfS Research assessed 14 service providers of digital marketing services in two main categories - Innovation and Execution. This report provides valuable intelligence and insights across the digital marketing value chain that includes marketing content development, content management, campaign management, marketing analytics and reporting, and helps evaluate the best supplier and partner fit to achieve specific digital business goals.

TCS is a market leader for its extensive experience in digital marketing initiatives, with a broad portfolio of digital marketing solutions and services. TCS' differentiator is the high quality of customer relationships and its forward-thinking strategy that attracts the best talent to its digital marketing operations.

"TCS has exhibited smart investments in proprietary tools enabling greater efficiency in digital marketing operations, as well as a focus on recruiting bright and fresh talent," said Melissa O'Brien, Research Director, HfS Research. "TCS has a wide variety of digital marketing services with experienced resources, knowledge of web, content, campaign, social and analytics technologies, and solid service delivery that matches customer needs."

"Digital Reimagination™ is helping our clients reimagine their customer segmentation and channels in ways never before possible," said Dr. Satya Ramaswamy, Global Head of Digital Enterprise, TCS. "Our Digital Marketing services, solutions and partnerships are helping customers use analytics to uncover entirely new marketing possibilities, precisely segment customers, identify the most profitable target segments, and fine tune positioning of their products for maximum impact. We are proud to be placed in the Leaderboard by HfS Research in their first ever report on Digital Marketing Operations."

Digital Marketing is an integral part of TCS' Digital Enterprise Services portfolio, enabling TCS to leverage the collective strength of mobility, big data, social media, cloud, and advanced analytics capabilities to maximize the returns of its customers' marketing investments.

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 378,000 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

For immediate use **PRESS RELEASE**

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