



TCS/PR/SE-5/2017-18

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Exchange Plaza
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Mumbai
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Kind Attn.: Manager, Listing Department

BSE Limited
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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 **“In an evolving digital economy, TCS retains #1 position in Europe for customer satisfaction for fourth consecutive year”** 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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In an evolving digital economy, TCS retains #1 position in Europe for customer satisfaction for fourth consecutive year

- Independent survey of more than 1,500 CXOs from 13 European countries cites impact on core business operations and access to resources as among key priorities in the digital economy
- TCS ranked as number one in UK, Netherlands, Germany, Austria, Switzerland & Nordic region in 2016
- Company also tops satisfaction table in Financial Services sector for 2016 and named as industry leader in trustworthiness and business value

London | Mumbai, April 27, 2017: [Tata Consultancy Services](#), (TCS) , (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has been named number one for customer satisfaction in the region's largest report of IT service providers. This is the fourth year in a row that TCS has achieved the highest level of customer satisfaction, leading the way for customer centricity in an evolving, fast-paced digital economy.

Conducted across 13 European countries by Whitelane Research in 2016, the study is based on the experiences of more than 1,500 business leaders (CIOs, CEOs, CFOs or their direct reports), who oversee 4,600 IT services contracts with a combined annual total contract value of over 40 billion Euros. The in-depth research looks into 25 providers, examining their performance, customer satisfaction levels and delivery quality across IT services sector.

With a satisfaction score of 79% in 2016, TCS occupied first place in the rankings for the whole of Europe. The company also topped the rankings in the majority of individual countries including UK, Netherlands, Germany, Austria, Switzerland & the Nordics, while also leading the way for the financial services sector.

Amit Bajaj, Head of Europe at TCS said: "We have been consistently recognized as the industry leader in customer satisfaction so I'm delighted that we've come out on top for the fourth year running in the independent study by Whitelane. At TCS, our commitment to the customer is unrelenting and is at the heart of our continued success and growth. In a business environment which is rapidly changing through digital, we not only providing certainty around core operations but also act as a trusted partner on the digital transformation journey. The verdict of 1,500 CXOs underscores the value we continue to deliver to our customers across the region."

In addition to overall customer satisfaction, the Whitelane Study assesses each company based on 11 key performance indicators (KPIs). TCS was named as the best performer in six individual KPIs including business value, trustworthiness, service delivery, account management, proactivity and change management, while being ranked in the top three for escalation effectiveness, reporting quality, price level and contractual flexibility.

Shankar Narayanan, Head of UK & Ireland, TCS said: "We work with many of the world's leading brands and while each company is unique, digital disruption is a universal force. We bring real value to our customers in helping them navigate these new dynamics; exploring ways they can innovate and renew their operations, while also providing the confidence that business critical services and IT infrastructure are performing to their best ability. Around the world, some of the most iconic companies put their trust in us to help them stay competitive and grow, and this industry recognition further underlines the value we bring to our customers in the digital economy."

Jef Loos, Head of Sourcing at Whitelane Research, said: "This year's Whitelane Study provides the most in depth analysis of the IT outsourcing industry to date and highlights how executives are increasingly looking for ways to drive their business forwards while providing the best service possible. TCS has been a standout digital partner to these companies for yet another year, topping the list in most categories and countries and setting the pace for customer service in the IT sector across Europe."

With the European Commission estimating that the digital economy will grow by €415 billion a year, this year's Whitelane report highlighted the continued shift towards digital transformation. While cost continued to be a key driver, there was a particular appetite for new services and solutions that support the core business (58%) and improve access to resources (46%) as part of an organization's strategy to take advantage of new opportunities in the digital economy.

Howard Davies, Chairman, Royal Bank of Scotland & Board Director, Prudential said: "Customer satisfaction is one of the most important attributes in today's competitive world, which is constantly getting disrupted. It's great to hear that Tata Consultancy Services has managed to win the top award in their industry for 4th year in a row. My congratulations to the firm and they should be very proud of this achievement."

Stine Bosse, Board Director at Allianz and TDC, and Chairman of BankNordik and Tele Greenland said: "I have known TCS for many years now, and I have always been very impressed by its client centric culture. I am very happy to congratulate the company for having come at the very top in the customer satisfaction table. TCS is doing pioneering work to help transform enterprises for the Digital Age and this ranking should make its employees very proud. It's an achievement well deserved."

Mr. Jos Kerssens, Vice President - Development Passenger Business & Deputy Vice President Development Air France KLM said "Our company vision is to become the most customer-centric, innovative and efficient European network carrier. In order to achieve this, we needed a technological core that allowed us to offer the best digital products and solutions for our customers, and would support our ambition for business growth. We partnered with TCS to help us on this transformation. By tackling the challenge as one team, we've achieved some great success in innovating and digitizing our multiple offerings. As a result, we're well on the road towards digitally transforming the enterprise and providing the best customer experience we can."

Nick Sex, COO at The National Employment Savings Trust (NEST) said: “We have a saying here that TCS is more NEST than NEST. We have a great relationship with the teams, and their knowledge and expertise have been crucial in helping us build a high quality, low cost pension scheme, that’s easy for our customers to use. We’re now one of the largest UK pension schemes working with more than 330,000 employers, and helping over 4.5 million members save for their retirement. The technology and programmes that TCS implemented have been essential in getting us to where we are today.”

The European Whitelane Study combines all of the data from Whitelane’s annual extensive IT outsourcing studies, interviewing sourcing executives (CIOs/CFOs) about their outsourcing plans and their opinions on service providers. The study was conducted through interviews with senior-level executives with influence over corporate IT strategy and IT sourcing decisions. For more information, visit www.whitelane.com

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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 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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