



TCS/PR/SE-15/2016-17

May 18, 2016

**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 announces partnership with Lidingöloppet, the world’s largest cross-country run**” 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**

**Tata Consultancy Services Limited**

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## **TCS announces partnership with Lidingöloppet, the world's largest cross-country run**

- TCS to become title sponsor of legendary Swedish cross-country race, Lidingöloppet
- Partnership builds on TCS' work with the New York, Amsterdam and London Marathons

**Mumbai | Stockholm, 18th May, 2016:** Tata Consultancy Services (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organization, has announced a five-year partnership with Lidingöloppet, the legendary Swedish sports event, widely regarded as the world's largest cross-country run. Under the terms of the agreement TCS will become the title sponsor and Official Technology Partner.

First established in 1965, Lidingöloppet provides participants with a gruelling 30 kilometre course through open terrain in September each year near Stockholm, Sweden. In addition to the 30 km race, the partnership will also see TCS become the title sponsor for the race's sister events, also held in September: Lidingöloppet 15 (15 km), Lidingöruset (1.7-4 km for people with special needs), Lidingörullet (2 km for wheelchair users) and Lilla Lidingöloppet (1.7-6 km for children) .

The Lidingöloppet event hosts eight different races with a total number of 45,000 entries. The main 30k race has 22,000 participants. Overall, the race attracts a total number of 100,000 people when visitors and runners are included. While principally attracting entries from the Nordic region, Lidingöloppet has runners from more than 35 countries.

TCS already partners with eight of the world's leading races, including title sponsorships of the TCS Amsterdam Marathon, TCS New York City marathon, and TCS World 10k Bengaluru. Earlier this year TCS was also announced as the Official Technology Partner of the Virgin Money London Marathon. To enhance the digital experience delivered to race participants, TCS will provide runners with a smartphone app to offer practical event information as well as tracking data and insights on their performance.

**Amit Bajaj**, Head of North Europe at TCS said: "We are delighted to be the title sponsor and official technology partner for Lidingöloppet. As an organization that believes in giving back to the communities in which we operate, Tata Consultancy Services shares many of the core values

of Lidingöloppet. TCS Lidingöloppet is like our other marathon engagements but with a Nordic cross-country twist that celebrates the bond between humans and nature. We are equally excited to bring our unique digital capability to raise the bar on the race experience. We look forward to collaborating with the Lidingöloppet organizers and running together with our clients and partners from all over the Nordics. And yes, I definitely plan to run myself.”

**Staffan Movin**, Chairman of the Board, TCS Lidingöloppet said; “We are excited to announce our partnership with TCS, which we believe will help to make TCS Lidingöloppet a truly prestigious world-class running event. TCS’s commitment towards sports, health and well-being makes it a natural partner for us, as does its commitment to corporate social responsibility, a factor deeply entwined in our own DNA. Over the next five years we will be working closely with TCS to promote the reputation of TCS Lidingöloppet and enhance the experience delivered to both spectators and participants.”

The partnership with Lidingöloppet is the latest example of TCS’ commitment to using digital technology to foster health and wellbeing. At TCS, health and wellness is promoted through TCS’ internal running program, Fit4Life. The program sees TCS making a donation to charity for every kilometre and every hour of fitness an employee logs through its internal Fit4Life app. Over six million kilometres have been logged annually, equivalent to 150 laps around the earth.

#### **About TCS Nordic**

Present in the Nordic region since 1991, TCS has continuously invested in the market for the benefit of its customers. TCS has around 9,000 professionals working in Sweden, Finland, Norway, Denmark, and across TCS’ Global Network Delivery Model™ (GNDM™), servicing leading Nordic companies. Since 2010, TCS has tripled the size of its operations in the region, with a significant increase in local hiring. TCS has been consistently rated as number one in Nordic IT services customer satisfaction over the past seven years, in multiple surveys (by KPMG and Whitelane Research/PA Consulting). Several prominent Nordic companies have benefited from TCS’ unique service offering, including Ericsson, TDC, ABB, Telenor, NETS, and DNB. In 2016, for the fourth year in a row, Top Employers Institute granted TCS a Top Employer in Europe certificate, with Sweden, Norway and Denmark among the markets where TCS was number one.

For immediate use **PRESS RELEASE****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 353,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$16.5 billion for year ended March 31, 2016 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at [www.tcs.com](http://www.tcs.com).

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