



TCS/PR/SE-2/2016-17

April 20, 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 Digital Software & Solutions Group Brings Intelligent Water Management to Smart Cities” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

A handwritten signature in blue ink that reads 'Suprakash'.

**Suprakash Mukhopadhyay
Vice President and Company Secretary**

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**

TCS Digital Software & Solutions Group Brings Intelligent Water Management to Smart Cities

TCS IUX Urban Exchange's Intelligent Water Solution Empowers Cities and Utilities to Take Control of Water Loss Management and Build a Smart City Platform

NEW YORK | MUMBAI, April 20, 2016: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, today announced the release of a new TCS Intelligent Urban Exchange (IUX) application for Intelligent Water. The new urban analytics application offers pre-built 'use cases' to cost-effectively reduce Non Revenue Water (NRW) loss and ensure delivery of safe, reliable water. The application leverages IUX's scalable analytics platform to allow cities and partners to easily integrate and localize, in order to accelerate the deployment of smart city solutions and enable a future-ready infrastructure for cross domain urban solutions.

Water management is an urgent, increasing concern, both in the U.S. and globally. U.S. utilities reportedly lose \$8.7 billion annually due to water loss, while one third of global utilities report that 40 percent of clean water is lost due to leaks.

IUX for Intelligent Water is poised to address critical city infrastructure needs through its ability to quickly analyze and address mounting concerns surrounding water utilities, and reduce NRW loss with real time network awareness, performance insight and recommendations for proactive actions. The Intelligent Water application is built on top of the IUX platform and its powerful decision engine, which allows partners to develop custom applications along with prebuilt use cases to address unique localization requirements, support brownfield development, and target the high growth smart water market.

"Cities will look to adopt solutions to help them address the most critical issues in water loss and infrastructure to ensure scenarios like Flint Michigan don't happen again," said Ruthbea Yesner Clarke, IDC Research Director, Smart Cities Strategies. "There is a real urgency for targeted analytics offerings that are geared towards proactively addressing critical issues like lead detection, pipe failure and water management systems as part of a Smart Cities initiatives."

Leveraging an IoT-grade cloud analytics platform, the IUX Intelligent Water application collects and analyzes data from multiple sources and exchanges real time intelligence and alerts across city departments. IUX's advanced analytics engine and extensive API library also provide a flexible and modular approach to city Big Data, in which partners and third party developers can deploy custom analytics models, add devices to quickly develop their own mashups of intelligent urban applications and launch their own urban exchange cloud. The combination of these features

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provides real-time insights for advanced situational awareness and decision making to actively manage and reduce water loss, lower operational and Capex costs, and deliver safe water.

“We are excited to extend the IUX solution’s platform and use cases with Intelligent Water Management to help governments, utilities and technology partners protect city water and oversee utilization as part of a total smart urban planning initiative,” said Seeta Hariharan, General Manager and Group Head of TCS’ DS&S group. “Smart water networks can save up to 70 percent of quality monitoring costs, and far more in avoided catastrophe. There is a very large opportunity for water utilities to quickly and cost effectively get on board with Smart Cities initiatives that integrate across city domains and drive adoption of smart water technologies.”

Beyond IUX for Intelligent Water Management, the TCS IUX domain-specific applications include:

- **IUX for Intelligent Transportation:** helps city transport administrators and bus operators improve ridership, service levels and fleet utilization. It includes real-time insight and trend analysis of passenger demand and service parameters, such as wait times, queue build-up, ridership, and revenue realization across various routes and schedules to create adaptive planning for more effective public transportation services.
- **IUX for Intelligent Energy:** a forthcoming module that helps cities manage and control city and residential energy efficiency, improve renewable integration with real time consumption monitoring, and reduce the carbon footprint using carbon analytics. The solution interfaces with smart grids using sensors, meters, digital controls, and analytics tools to automate and improve the reliability and economics of energy distribution throughout a city.

About TCS Digital Software & Solutions Group

Launched in 2014, TCS Digital Software & Solutions Group is a strategic growth business unit in TCS formed to help customers undergo critical digital transformations with modular, scalable and fully integrated, industry-tailored licensed software and solutions. Industries served are Cities, Retail, Communications, and Banking and Financial Services, four markets with a particularly urgent need to adopt emerging technologies to enhance customer intelligence capabilities and rapidly shift product and service offerings to compete in highly competitive and customer-centric arenas. For more information, visit us at <http://www.tcs.com/digital-software-solutions/pages/default.aspx> or on [Linked In](#)

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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™](#), recognised 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.

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TCS media contacts:

Global:	Email: pradipta.bagchi@tcs.com Phone: +91 22 6778 9999
Europe:	Email: ashish.babu@tcs.com Phone: +44 078 418 92227
UK:	Email: peter.devery@tcs.com Phone: +447764 835 773
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: sean.davidson@tcs.com Phone: +65 9139 3668
Australia and New Zealand	Email: alex.goldrick@tcs.com Phone: +61 (2) 8456 2800
Latin America	Email: martin.karich@tcs.com Phone: +569 6170 9013
Nordics	Email: jirimiko.oranen@tcs.com Phone : +358 40 756 6655
Japan	Email: douglas.foote@tcs.com Phone: +81 080-2115-0989

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