



TCS/PR/SE-10/2016-17

May 9, 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 “**Tata Consultancy Services Wins Three Silver Stevies® at 2016 American Business AwardsSM**” 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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## **Tata Consultancy Services Wins Three Silver Stevies® at 2016 American Business Awards<sup>SM</sup>**

**TCS Honored for B2B Brand Experience, Mobile Marketing Campaign  
and Corporate Social Responsibility Programs of the Year**

**NEW YORK | MUMBAI, May 09, 2016:** Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organization, today announced that it won three Stevies® at the 14<sup>th</sup> Annual American Business Awards, the nation's premier business awards program. TCS was recognized with Silver Stevie® Awards for Brand Experience of the Year (Business-to-Business), Mobile Marketing Campaign of the Year and Corporate Social Responsibility Program of the Year.

More than 3,400 nominations from organizations of all sizes and in virtually every industry were considered this year. More than 250 professionals worldwide participated in the judging process to select the 2016 Stevie Award winners.

Michael Gallagher, President and Founder of the Stevie Awards, stated: "The judges were extremely impressed with the quality of entries we received this year. The competition was intense and every organization that won should be proud."

"We are honored to receive three Stevie® awards, as recognition of TCS' deep commitment to fostering both healthy bodies and healthy minds in the U.S. for children and their families," said Surya Kant, President, North America, UK and Europe, TCS. "Alongside New York Road Runners, we worked hard to make the TCS New York City Marathon the most technically advanced and socially engaged marathon in the world, whereas TCS continues to expand its STEM education efforts, exemplified by its goIT program, which is now in middle and high schools in 32 cities across North America."

TCS received two Silver Stevies® in the sports marketing category surrounding its title sponsorship of the TCS New York City Marathon. The Brand Experience of the Year (B2B) was awarded for TCS' deep involvement, alongside New York Road Runners, in creating a truly memorable 'Race Week' and 'Race Day' experience for runners, their supporters and spectators. From the creation of the official race mobile app with popular new runner tracking features, to the creation of "TCS Runfographics" – a series of fun and highly sharable illustrations to help expand awareness, interest and buzz around this iconic race. The second Silver Stevie® was for the Mobile Marketing Campaign of the Year, exemplified by the official race app being ranked as the best new app in the Apple Store on Race Day.

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TCS also received a Silver Stevie® for CSR Program of the Year – for the third year in a row. Channeling its CSR mantra, “Impact Through Empowerment,” more than 15,000 North American employees volunteered 42,000+ hours for social good, in the areas of education, health and environment. For example, TCS’ flagship STEM education program, *goIT*, expanded from 12 to 27 cities in 2015, teaching middle and high school students computer programming and design, and offering career readiness workshops and teacher and parent orientations – with the goal of preparing the new generation of digital innovators.

The American Business Awards, nicknamed the ‘Stevies’ for the Greek word ‘crowned,’ will be formally presented to winners during a gala banquet on Monday, June 20 at the Marriott Marquis Hotel in New York. [www.StevieAwards.com/ABA](http://www.StevieAwards.com/ABA).

### **About The Stevie Awards**

Stevie Awards are conferred in seven programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers, and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 10,000 entries each year from organizations in more than 60 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at <http://www.StevieAwards.com>.

### **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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