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## **TCS Wins Prestigious Association of Management Consulting Firms Award**

### **AMCF's 2014 Spotlight Awards Recognizes TCS With a Special Honor for its New Global Network Delivery Model for Consulting and Customer Success**

New York, NY April 22, 2014: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions organization, today announced that it has won the prestigious "Internal Initiative" award at the recent Association of Management Consulting Firms' (AMCF) 2014 Spotlight Awards, for its project entitled, "Consulting in a Global Network Delivery Model - A Paradigm Shift." The third annual Spotlight Awards honor specific consulting teams for excellence and value in management consulting, and their work in helping clients thrive amidst changing and challenging markets across the business landscape.

"The AMCF Award is a validation of yet another innovative approach to leveraging the Global Network Delivery Model and applying it to consulting," said Nidhi Srivastava, Global Head, Business and Technology Optimization – Global Consulting – Tata Consultancy Services. "This approach delivers faster realized benefits and higher productivity to our clients."

The AMCF Spotlight Award winners are annually chosen by an independent panel of judges who assess the quality of each submission and evaluate them against detailed selection criteria, including a client survey. Each panel consists of prominent leaders in business, journalism, academia, and government.

"The Internal Initiative category of the AMCF Spotlight awards is a special honor. TCS showcased the firm's ability to adopt a new delivery model that accelerated revenue growth and further differentiated solutions, while remaining true to the firm's core values," said Sally Caputo, President and COO, AMFC. "The success of this transformation is an attest to TCS' leadership team and the organization's customer focused culture."

TCS Global Consulting is a key component in how TCS delivers additional value to clients. Using the company's collective industry insight, technology expertise and consulting know-how, TCS partners with enterprises worldwide to drive integrated end-to-end IT enabled business transformation. By tapping its worldwide pool of resources – onsite, offshore and nearshore – TCS' high caliber consultants leverage solution accelerators and practice capabilities, balanced with their knowledge of local market demands, to enable enterprises to meet their business goals.

#### **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 more than 300,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$13.4 billion for year ended March 31, 2014 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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### About the Association of Management Consulting Firms

The Association of Management Consulting Firms (AMCF) is the premier international association of firms engaged in the practice of management consulting. Founded in 1929, for 85 years AMCF has been in the forefront of promoting excellence and integrity in the profession. The mission of the Association is to promote an environment which fosters the success of management consulting firms worldwide and the value they deliver to their clients. It does this by helping members strengthen their senior management teams through value-driven programs, research and communications. In 2013, AMCF offered 38 focused learning seminars and events to members and non-members providing unique opportunities for peer-to-peer discussion and networking.

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