

TCS Salutes Record Setting 2014 TCS New York City Marathon

New Race App Receives 54 Percent More Downloads; One Millionth Finisher Crosses the Line

NEW YORK | MUMBAI, November 10, 2014: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting and business solutions organization, today saluted the city of New York and the relentless spirit of its five boroughs, in light of the inaugural and record breaking TCS New York City Marathon that ‘ran’ on November 2, 2014. A total of 50,564 runners made history as the world’s largest number of marathon finishers, including the race’s one millionth milestone finisher who crossed the line at 4:43:36. Furthermore, the official TCS New York City Marathon app, created by TCS in partnership with New York Road Runners, was downloaded by more than 130,000 people on race day alone – as part of 267,000 total downloads – representing a 54 percent increase from 2013.

Race Week for the TCS New York City Marathon created significant buzz in New York and around the world. More than 4.1 million people visited www.tcsnycmarathon.com and 9.4 million engaged with the official [Facebook](#) page, while #TCSNYC Marathon received 557 million social impressions from the [Twitter](#) and [Instagram](#) channels.

“Congratulations to all race finishers of the world’s most prestigious long-distance athletic event,” said N Chandrasekaran, CEO and MD, TCS. “Our partnership with New York Road Runners is symbolic of our continued commitment to North America and running communities around the world. Collectively with NYRR, we aspire to make the TCS New York City Marathon the most technically advanced and social engaged marathon in the world, offering an event where all participants and fans benefit from a great technology-led experience.”

The TCS New York City Marathon featured runners from 130 countries, with 30,144 male and 20,420 female finishers. The United States represented 61 percent of the field (covering every US state), followed by France (5.5 percent), Italy (3.5 percent), Germany and the United Kingdom (3 percent each), Canada (2.5 percent), Mexico and Australia (approximately 2 percent each), and Brazil and Japan (approximately 1 percent each). Several celebrities also ran for personal goals or to support select charities, including tennis star Caroline Wozniacki, actor Bill Murray, actress Teri Hatcher, former NFL great Tiki Barber, and “The Voice of New York,” local radio personality Angie Martinez.

TCS had a strong footprint across the 2014 TCS New York City Marathon, from the enhanced race app, its expanded Marathon Expo booth, the TCS Marathon experience lounge at Time Warner Center, and race cheer zones, to more than 400 ‘Team TCS’ runners – clients and employees, including TCS’ CEO – and 300 volunteers supporting all race participants on November 2. Going far beyond just the TCS New York City Marathon, TCS is a year-round premier partner of New York Road Runners, bringing the message of health and fitness into the Tri State area by also supporting the NYRR 5-Borough Series, heritage events and youth and community-focused programs.

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



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group, India's largest industrial conglomerate, TCS has over 310,000 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.

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