



Quarterly Competitor Analysis

April – June 2014

Contact : corporate.irc@tcs.com

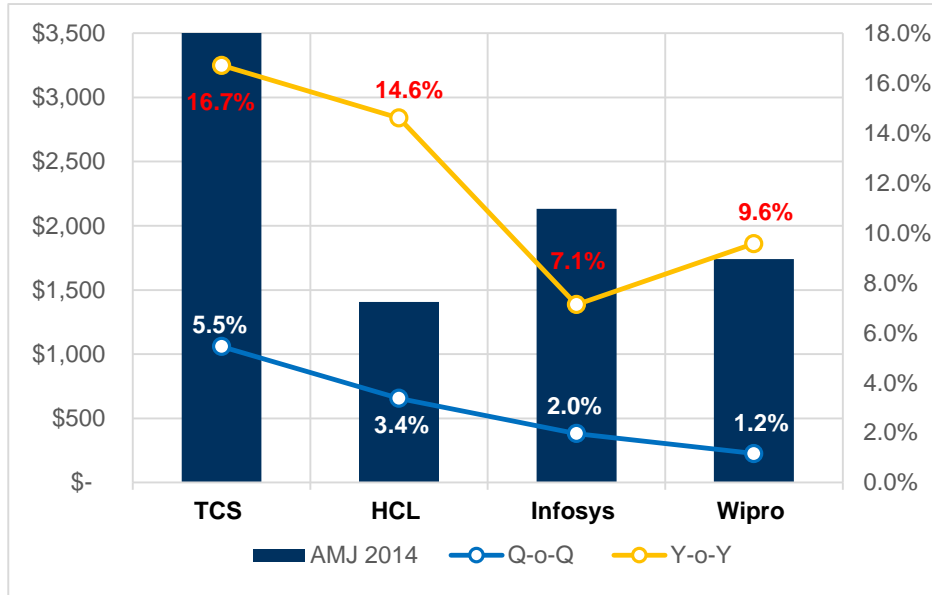
Analysis of Indian Competitors

HIGHLIGHTS

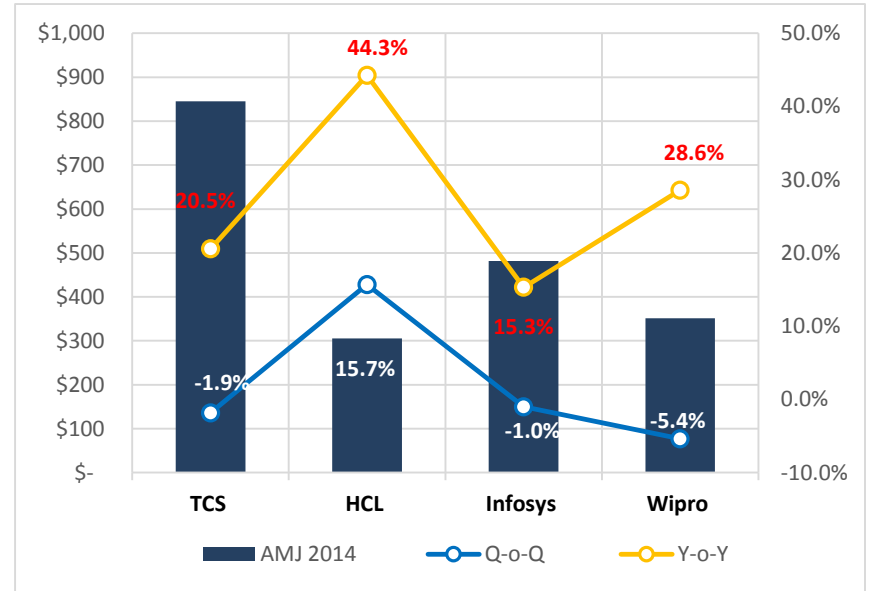
- TCS continues to lead the competition among Indian players, with revenues of US\$ 3,694 Mn.
- Average attrition during the AMJ 2014 quarter stands at 16.1%.
- TCS continues to show the least attrition among its competitors which is 12%, whereas Infosys recorded all time high attrition; 19.5% as on 30 June 2014.
- Americas geography continues to be the major contributor to the revenue for all the players.
- BFS continues to be the major industry for revenue contribution.

Revenue Snapshot

REVENUE (in USD Mn)



NET INCOME (in USD Mn)



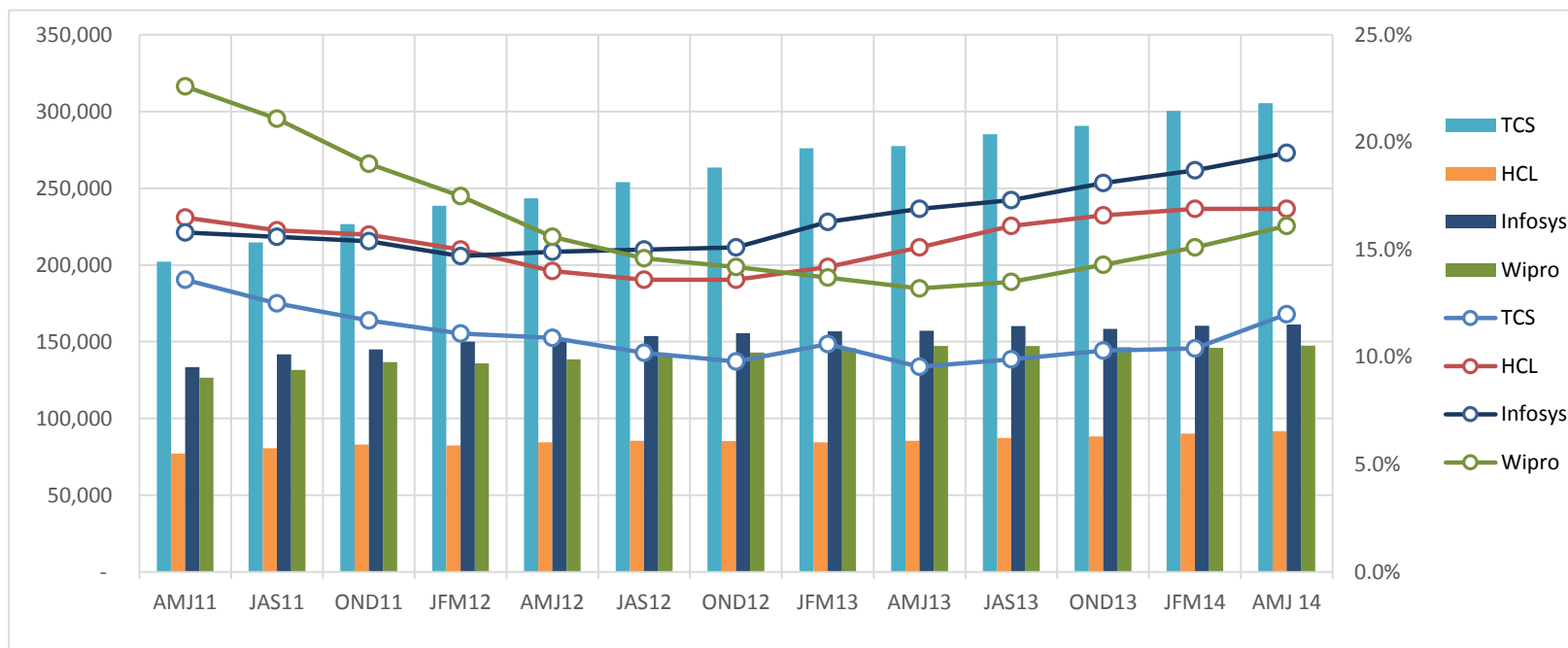
Note : HCL follows July-June FY calendar

- TCS posted revenues at US\$ 3,694 Mn in 1Q2015 with the highest YoY growth of 16.7% and net income of US\$ 845 Mn up 20.5% YoY
- Infosys shows the least revenue growth of 7.1% YoY.
- HCL shows net income at US\$ 305 Mn, with highest YoY growth (44.3%)



- CNBC declared HCL as 'Outstanding Company of the year' at its India Business Leader Awards
- HCL has made it to the annual '2013 Asia's Fab 50 list', for the fourth consecutive year.

Headcount and Attrition Trend

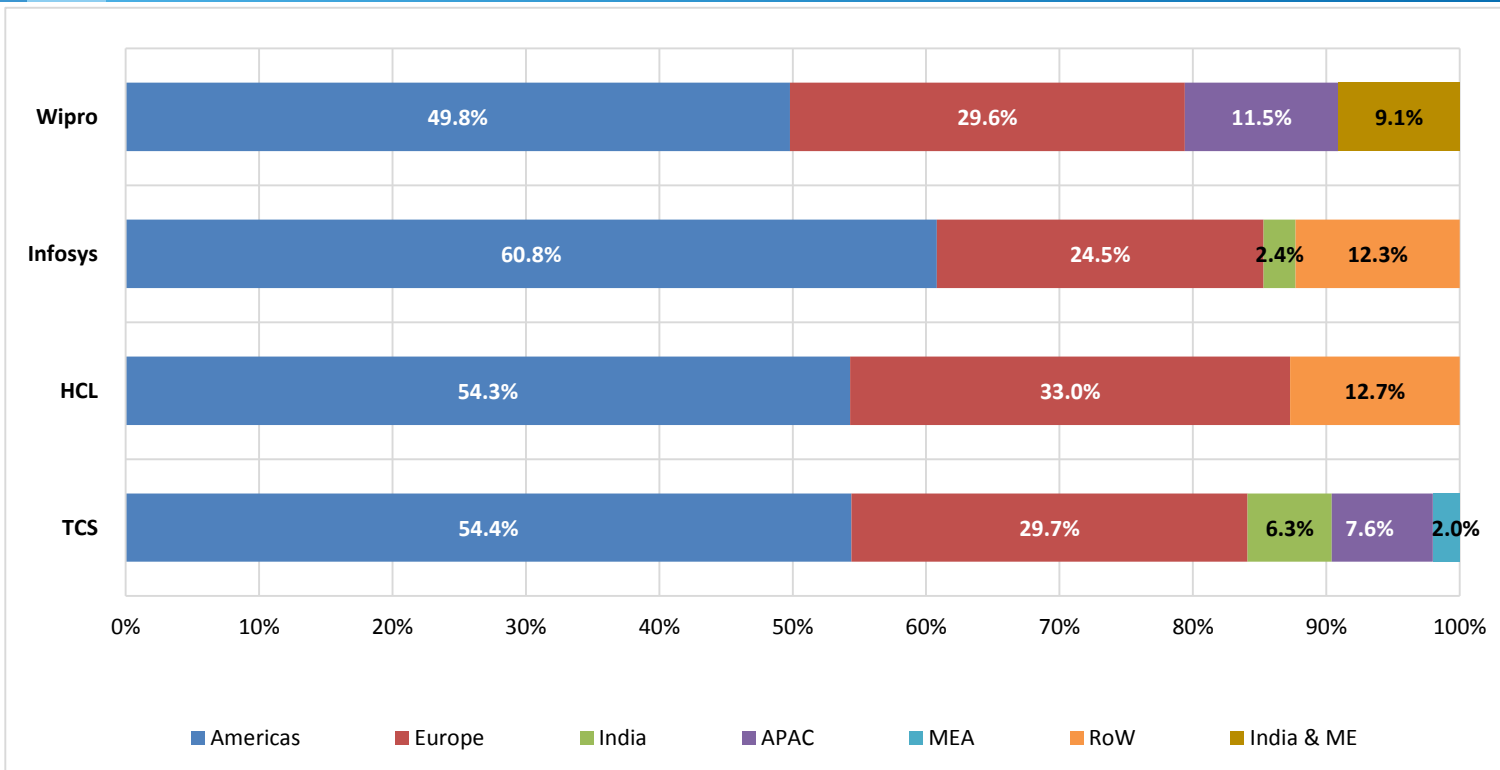


- TCS headcount stood at 305,439; Gross Addition 15,817 Employees & Net Additions 4,967 Employees
- TCS continues to show the least attrition among its competitors; 12% as on 30 June 2014.
- Infosys continues to show all time high attrition; 19.5% during the quarter ended, 30 June 2014.
- TCS, Infosys and Wipro continue to show rise in attrition rate.



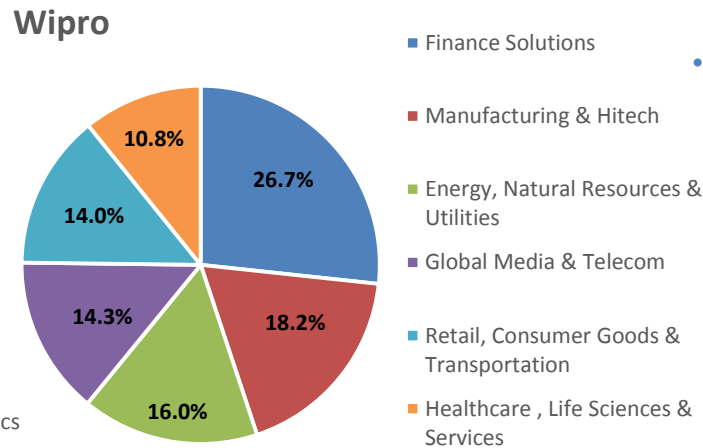
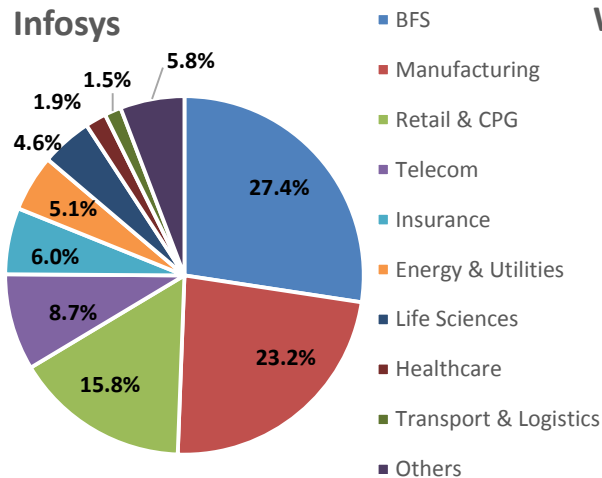
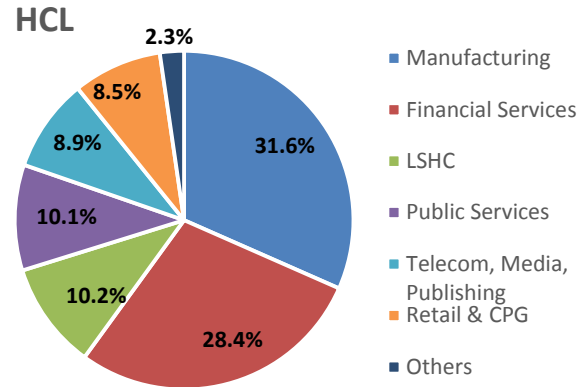
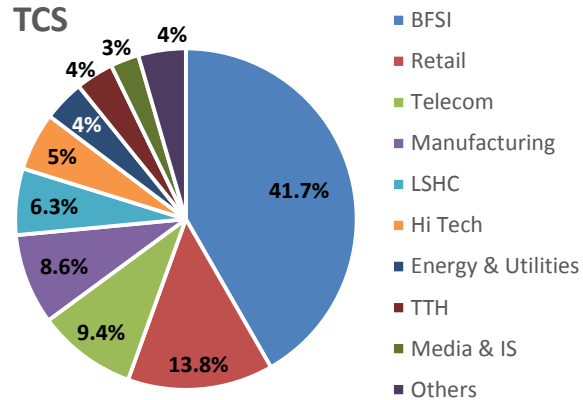
- TCS and Infosys BPO won the Golden Peacock National Training Awards 2014
- Wipro was recognized as the 'Best Company to Work For' in India by Great Place To Work® Institute and The Economic Times.

Revenue Contribution – by market



- Americas geography continues to be the major contributor to the revenue for all the players.
- Infosys shows the highest contribution of 60.8% from the Americas.
- HCL shows the highest share in European market (33%).

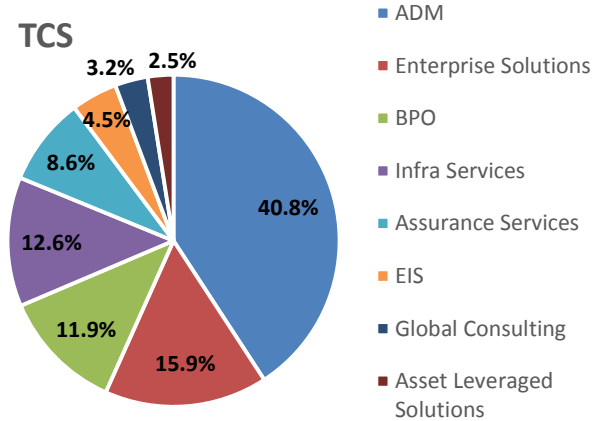
Revenue Contribution – by domain



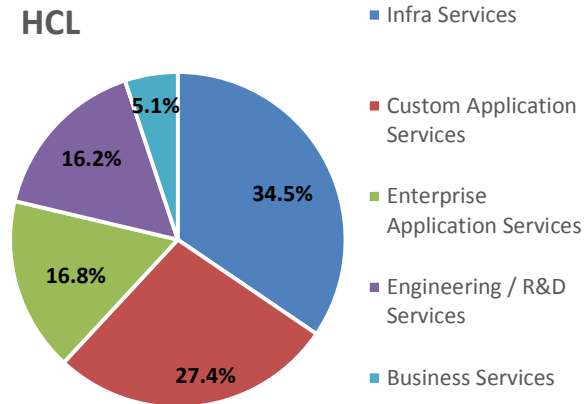
- BFSI sector continues to lead the revenue contribution.
- TCS shows Strong growth in Telecom, Retail and Life Science.
- HCL's major part of revenue contribution is from the Manufacturing sector, however decline by 2% QoQ.
- Financial Services has contributed to 28.4% of HCL's revenue and also shows a growth of 9.3% QoQ.
- Infosys shows decline in the revenues from the Insurance and Energy & Utilities
- Wipro shows good growth in Media & Telecom and Mfg. & Hitech sectors.

Revenue Contribution – by service line

TCS

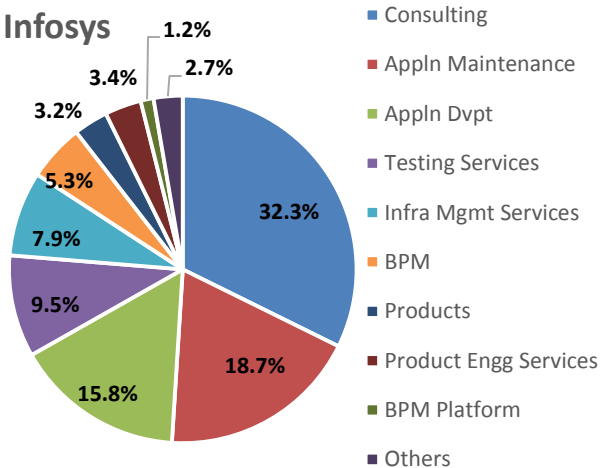


HCL

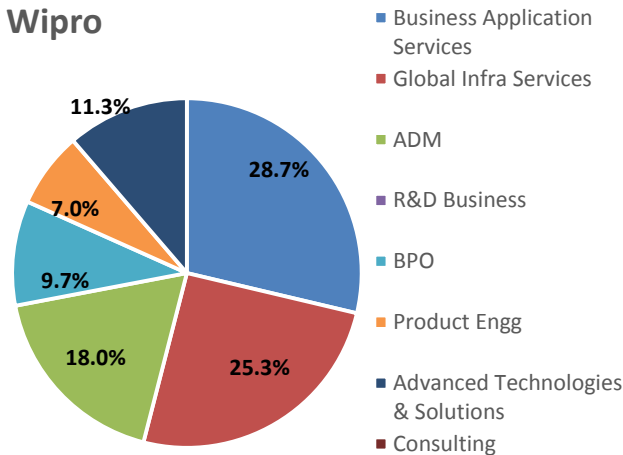


- ADM services have contributed to 40.8% of TCS' revenue.
- TCS' Infrastructure Services segment shows strong growth QoQ.
- HCL shows a good growth in revenues from Infrastructure Services.
- Infosys shows a major presence in Consulting services.
- Wipro shows a good growth in Global Infra Services segment.

Infosys



Wipro



Customers

CLIENT METRICS

Clients	TCS				HCL				Infosys				Wipro			
	JAS	OND	JFM	AMJ	JAS	OND	JFM	AMJ	JAS	OND	JFM	AMJ	JAS	OND	JFM	AMJ
USD 1 M+	687	711	714	724	427	427	432	429	469	495	501	520	487	495	501	511
USD 5 M+	318	333	354	359	184	183	183	187	221	226	232	235	220	218	220	224
USD 10 M+	224	224	231	244	105	107	109	114	146	148	148	148	137	136	143	143
USD 20 M+	125	129	136	144	57	61	64	67	86	88	91	78	78	80	82	84
USD 50 M+	53	55	53	58	11	12	14	15	40	41	42	67	27	28	29	29
USD 100 M+	22	22	24	24	6	6	6	6	15	15	13	12	10	11	10	10

- TCS has added 5 new \$50+ million clients, during the quarter ended 30 June 2014
- Wipro' has added 35 new clients during the quarter; total number of active clients has gone up to 1022.
- Infosys has added (gross) 61 clients during the quarter; total number of active clients has gone up to 910.



- TCS Won Outsourcing Services Award for Excellence from Data News in Belgium
- TCS has won Best Service Support 2014 Award from Renault-Nissan
- Infosys BPO won the 2014 Outsourcing Excellence Award
- Wipro was recognized with the prestigious Golden Peacock Award 2014, in the category of 'Innovative Product / Service'

Geographic Focus

	Europe	MEA	Asia Pacific	India	America	Japan
TCS	Europe, UK, France, Germany	Middle East, Saudi Arabia, Nigeria	Asia Pacific, China, Singapore, Australia, New Zealand, West Asia	India	USA, Canada, Latin America – Brazil, Mexico, Peru, Ecuador, Colombia, Puerto Rico, Costa Rica	Japan
HCL	Europe, UK	Middle East, Africa, Nigeria, Kenya, Tanzania, Uganda, Qatar	Asia Pacific, Nepal, Singapore, China,	India	Latin America, Canada	Japan
Infosys	Europe, Germany, France, Poland	Middle East, South Africa, Netherlands, Nigeria	China, Singapore, Taiwan, Sydney	India	North America, Brazil, Costa Rica, Puerto Rico, Mexico, and Argentina	Japan
Wipro	Ireland, France, Germany, Scotland, Turkey	Middle East, South Africa, Nigeria	Asia Pacific, Australia, West Asia	India	Brazil, USA, Latin America	

Note: RED text indicates New focus for the quarter AMJ 2014



- TCS Won Best Corporate Sustainability Strategy award at the HR Excellence Awards 2014 in UK & Ireland
- HCL has been rated amongst the 'Top 20 Technology Employers' in North Carolina by Business North Carolina magazine

Differentiators

Differentiators	TCS	HCL	Infosys	Wipro
Core strategy	<ul style="list-style-type: none"> Looking at Latin America, Middle East, and Asia-Pacific region as the growth markets. 	<ul style="list-style-type: none"> Focus on mobility solutions to drive its next phase of growth in a bid to earn more revenue from the SMAC technologies. HCL continues expansion in US through strategic focus on local hiring, workforce training and development. 	<ul style="list-style-type: none"> Looking to increase revenues from technologies such as data analytics, cloud and social. Targeting at acquisitions in Nordic countries. In Europe as a whole, the aim is to increase revenue contribution to 30%. Realigned its local leadership structure across major markets. 	<ul style="list-style-type: none"> Created a new business division which will focus on areas such as digital transformation and offer services such as cloud computing Focus on 3 industry segments- Telecom, Natural Resources and Retail Banking in the emerging markets
Demand	<ul style="list-style-type: none"> New clients added : 5 in \$50+ and 8 in \$20M+ revenue band No. of \$100m+ clients : 24 	<ul style="list-style-type: none"> No. of \$100m+ clients : 6 	<ul style="list-style-type: none"> Added 61 new clients. No. of \$100m+ clients : 12 	<ul style="list-style-type: none"> Added 35 new clients No. of \$100m+ clients : 10
Investment	<ul style="list-style-type: none"> TCS has earmarked a capital expenditure of Rs. 4,000 crore for 2014-15; about 80 % of the proposed investment is geared towards erecting new delivery campuses and upgrading existing ones. 		<ul style="list-style-type: none"> Infosys plans to add 4,116 seats at the Bhubaneswar centre that will add 5,75,462 square feet of built-up area. 	
Human Resources	<ul style="list-style-type: none"> Utilization Rate @ 85.3% Attrition @ 12% No of Employees - 305,431 	<ul style="list-style-type: none"> Utilization Rate @ 84.5% Attrition @ 16.9% No of Employees – 91,691 	<ul style="list-style-type: none"> Utilization Rate @ 80.1% Attrition @ 19.5% No of Employees – 161,284 	<ul style="list-style-type: none"> Utilization Rate @ 77.9% Attrition @ 16.1% No of Employees – 147,452
New Products / Offerings	<ul style="list-style-type: none"> Launched 'iElect' an app for Android devices that allows users to track top election-related trends in real-time. Siemens, and TCS announced ETO2Win, a new joint software and services solution for automating complex Engineer-to-Order (ETO) processes. 		<ul style="list-style-type: none"> Launched a cloud-based version of its Clinical Trial Supply Management (CTSM) solution. 	<ul style="list-style-type: none"> Finance and Accounting Business-Process-as-a-Service' (F&A BPaaS) solution for enterprises.

Analyst Opinions

Category	Vendor	Analyst Opinions
Outsourcing	TCS	Positioned as a 'leader' in Everest Group's "Capital Markets BPO – Service Provider Landscape with PEAK Matrix™ Assessment 2013. report
	Wipro	Wipro BPO has been positioned in the Winner's Circle among the top worldwide Mortgage BPO service providers by the leading analyst firm HfS Research in its "Blueprint Report on Mortgage BPO,"
Services	TCS	Named a "as a Global Leader" by IDC in its report "IDC MarketScape: Worldwide Mobile Application Development, Testing, Management and Infrastructure Services 2014 Vendor Assessment'
	Infosys	Positioned as a 'major player' for providing professional services to Oil and Gas Industry by IDC Energy Insights, in its report "IDC MarketScape: Worldwide Oil and Gas Professional Services 2014 Vendor Assessment"
		Rated as a strong performer in Software Product Development services in The Forrester Wave™: Software Product Development Services, Q1 2014.
	HCL	Recognized as a "Leader" by IDC in its report "IDC MarketScape: Worldwide Mobile Application Development, Testing, Management and Infrastructure Services 2014 Vendor Assessment'
		Rated as a leader in SAP Implementation Services by IDC, in the report titled "IDC MarketScape: Worldwide SAP Implementation Services Ecosystem 2014 Vendor Assessment.
		Named as a 'Leader' among Product Development Services (PDS) vendors by Forrester Research in its report, "The Forrester Wave™: Software Product Development Services, Q1 2014".
	Wipro	Named as a 'Leader' by IDC in its report, IDC MarketScape: "Worldwide Mobile Application Development, Testing, Management and Infrastructure (mADTMI) Services 2014 Vendor Assessment"

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Global Competitors

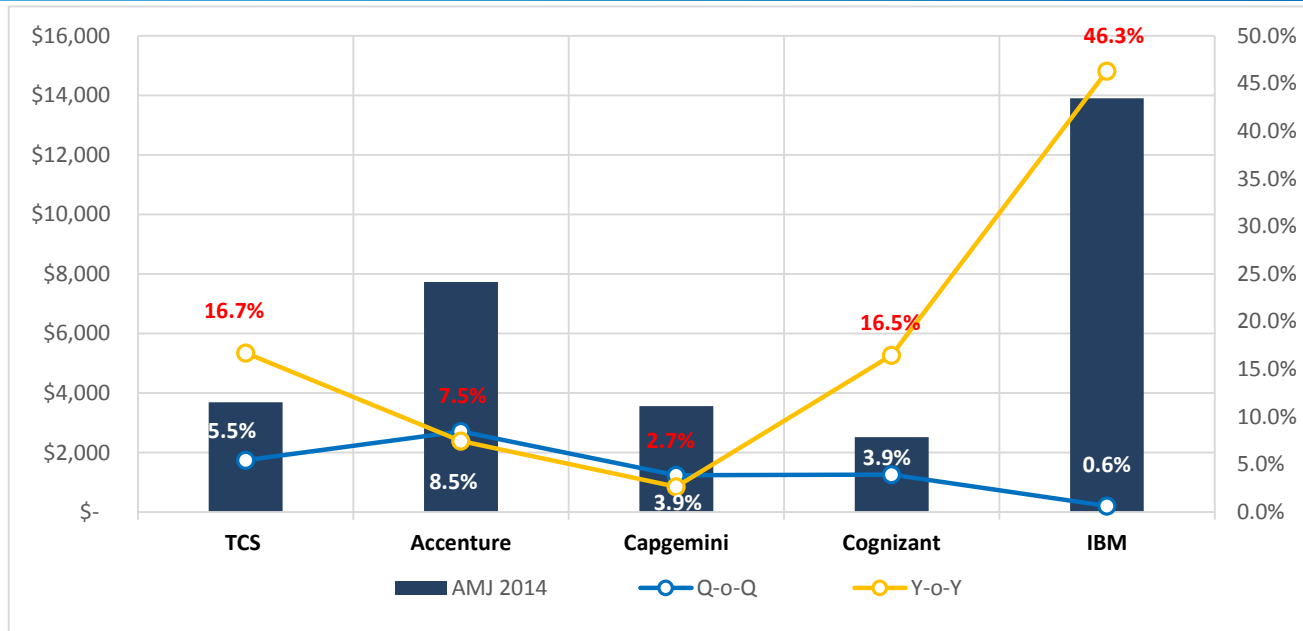
TCS, Accenture, Capgemini, Cognizant, IBM

Analysis of Global Competitors

HIGHLIGHTS

- IBM global services (AMJ 2014) shows the highest revenue growth of 46.3% YoY, followed by TCS, i.e. 16.7% YoY.
- TCS shows the least attrition rate of 12%
- Americas geography continues to be the major contributor to the revenue for all the players.
- Financial Services sector remains the major contributor of revenue

Revenue Snapshot



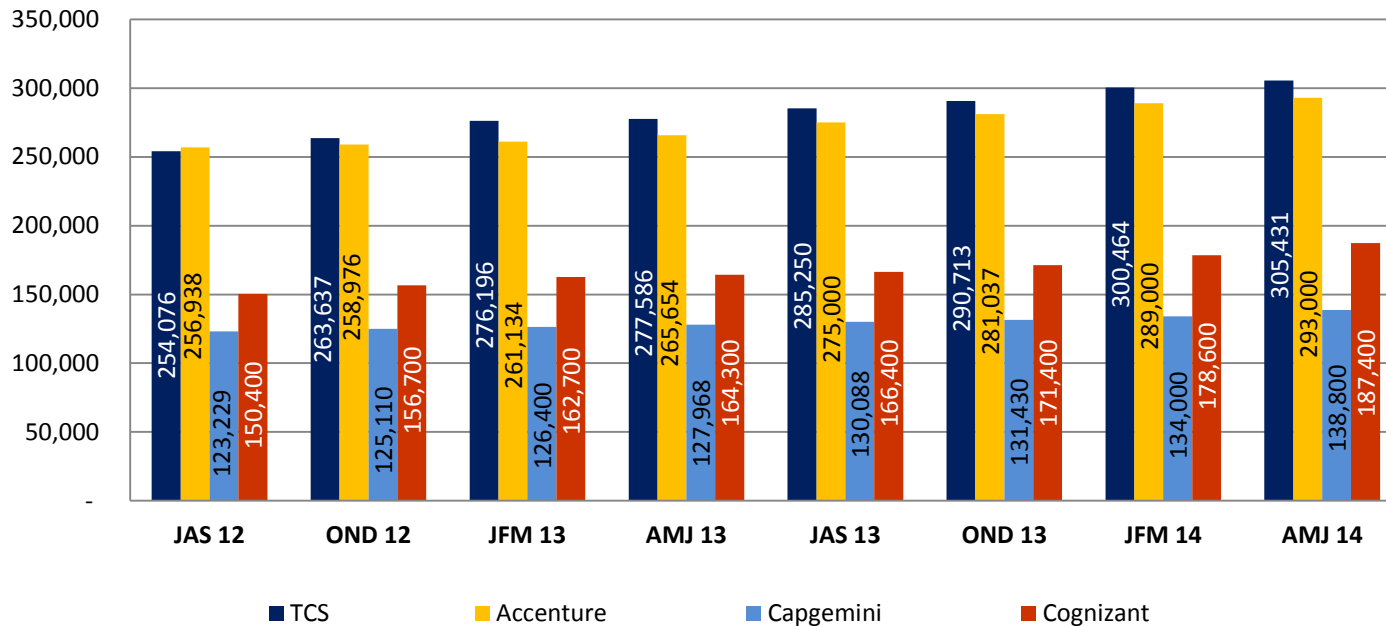
Note: IBM's revenue includes only Business & Technology services

- IBM shows the highest revenue growth – 46.3% YoY, followed by TCS, i.e. 16.7%
- Capgemini shows the least revenue growth of 2.7% YoY.



- Accenture has won an Outsourcing Excellence Award in the “Most Reliable” category presented by the Outsourcing Center.
- Capgemini has won the “Next Generation” Process Excellence Project Award by The Process Excellence Network (PEXN).
- Cognizant Ranks #308 in FORTUNE 500 2014
- Frost & Sullivan recognizes IBM with the 2014 Global Frost & Sullivan Award for Customer Value Leadership.

Headcount



Note: IBM does not disclose quarterly headcount data

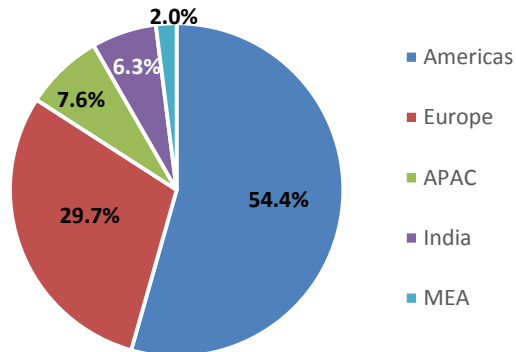
- TCS headcount stood at 305,431 following by Accenture which is 293,000 at the end of June quarter.
- The total headcount of Capgemini was 138,809; offshore employees totaled 62,909, up 16% on June 30, 2013 (including 51,877 in India)
- TCS shows the least attrition rate of 12% compared to Accenture's 14% and Capgemini's 16.3%



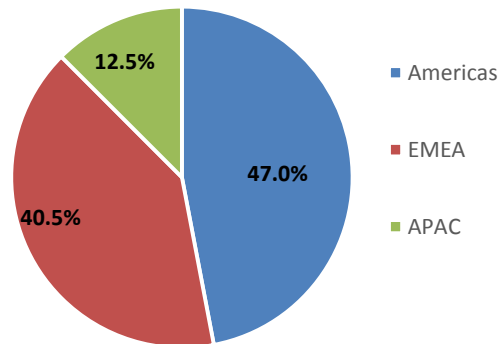
- TCS won Golden Peacock National Training Award 2014
- Accenture Ranks 12th on Diversity Inc. Top 50 Companies for Diversity® List

Revenue Contribution – by Market

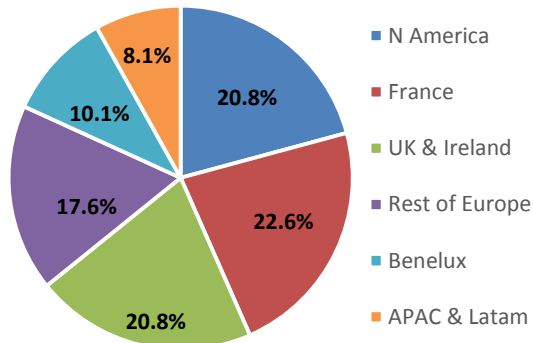
TCS



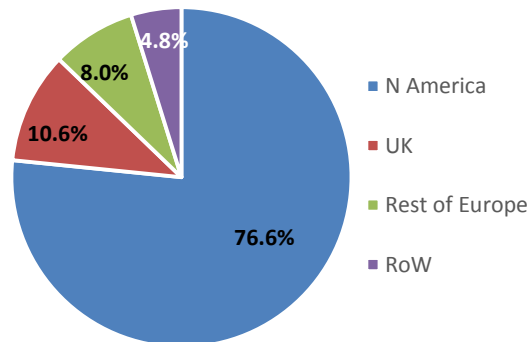
Accenture



Capgemini



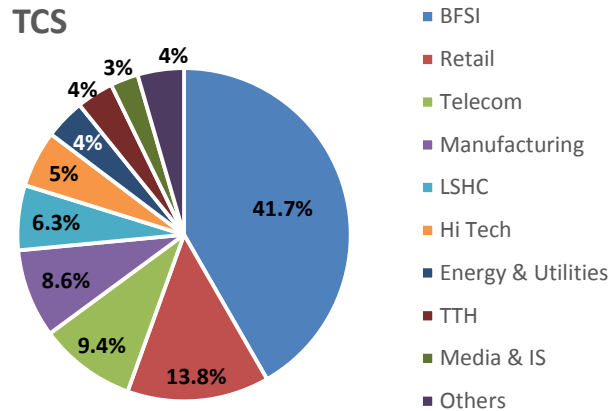
Cognizant



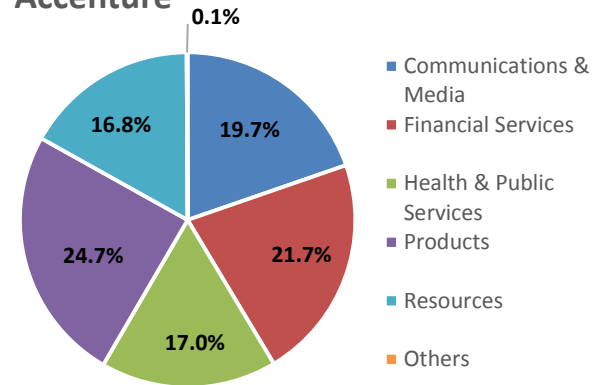
- Americas geography continues to be the major contributor to the revenue for all the players.
- Accenture's revenue from the Americas has gone up by 6% YoY.
- Capgemini's revenues from both France and UK & Ireland have gone up by 8.4% YoY.
- Capgemini's revenue from the Benelux, Rest of Europe and APAC & LatAm has declined compared to last year.
- Cognizant's revenue from the Americas has gone up by 15% YoY.

Revenue Contribution – by Domain

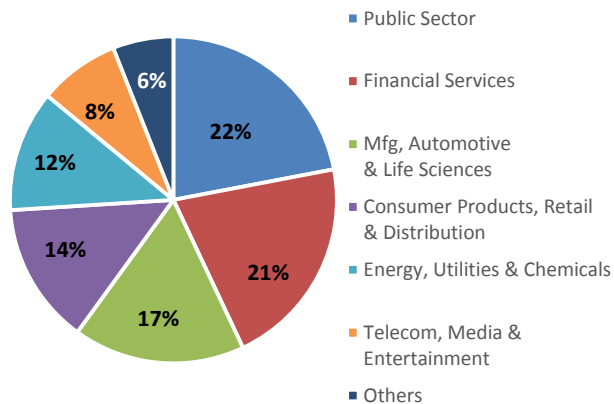
TCS



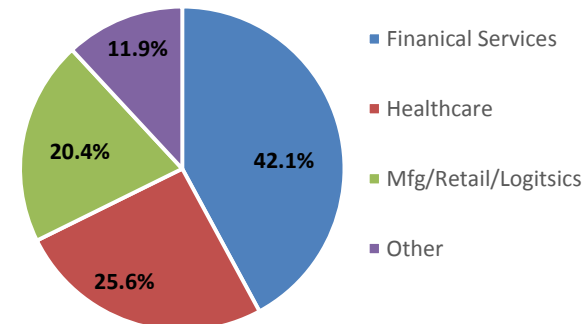
Accenture



Capgemini



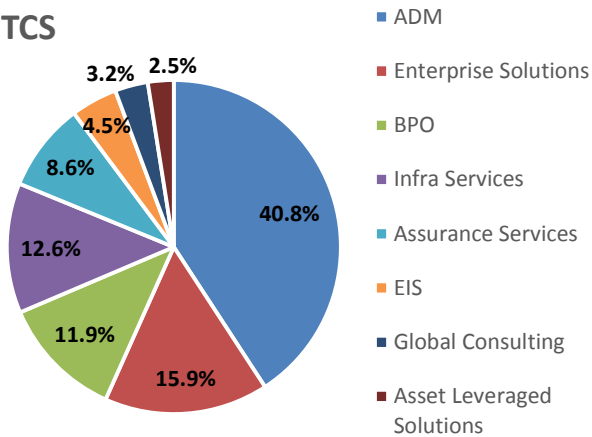
Cognizant



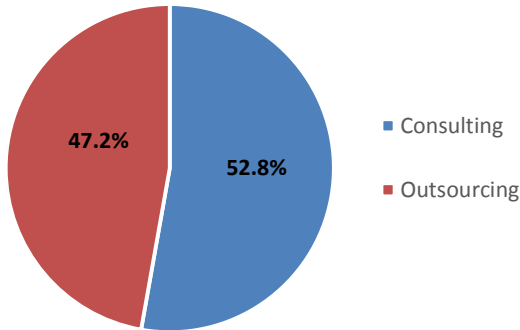
- Financial Services sector remains the major contributor of revenue
- TCS shows strong growth in Telecom, Retail and Life Science.
- Accenture shows growth in revenues from Products and Health & Public Services
- Capgemini shows growth in Financial Services.
- Cognizant shows decline in the revenues from the Financial Services

Revenue Contribution – by Service Line

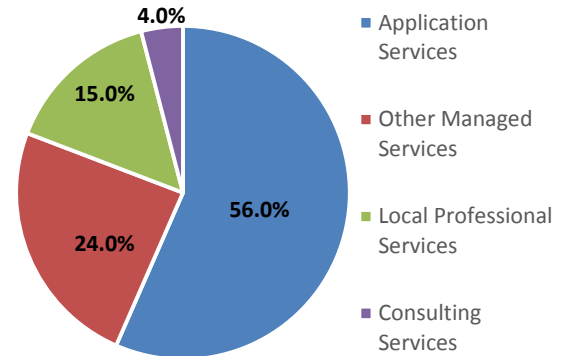
TCS



Accenture



Capgemini



- ADM services have contributed to 40.8% of TCS' revenue.
- TCS' Infrastructure Services segment shows strong QoQ growth.
- Accenture's revenue from Outsourcing has come down and that of Consulting has gone up.
- Capgemini has restructured segment reporting by business – Application Services, Local Professional Services. Consulting Services and Other Managed Services
- Application Services have contributed to 56% of Capgemini's revenue.

Geographic Focus

	Asia Pacific	Americas	EMEA
TCS	Asia Pacific, China, Singapore, Australia, New Zealand, West Asia, India, Japan	USA, Canada, Latin America – Brazil, Mexico, Peru, Ecuador, Colombia, Puerto Rico, Costa Rica	Europe, UK, France, Germany, Middle East, Saudi Arabia, Nigeria
Accenture	Sri Lanka, Japan, Singapore, Indonesia	Latin America, Mexico, Brazil, Austin, Guatemalan	UK, France, Germany, Poland, Africa
Capgemini	Australia, India, China	North America, Brazil, Chile, Latin America, Guatemalan	UK, France, Germany, Netherlands, Nordic,
Cognizant	Australia, Singapore, Asia, India,	North America, Latin America	UK, Europe, Middle East, Africa, Nigeria
IBM	China, India, Australia, Japan	North America, Latin America, Brazil, Mexico, South America, Chile, Columbia, Sao Paulo	Switzerland, Netherlands, UK, Greece, Saudi Arabia, Kenya, Nairobi, South Africa, Lagos, Nigeria and Casablanca, Ghana, Morocco,

Note: RED text indicates New focus for the quarter AMJ 2014



- Accenture was recognized as the Best Company of the Year at the ICT Awards Philippines 2014
- Cognizant ranks among the top 50 on the 2014 InformationWeek Elite 100, a list of the top business technology innovators in the US

Differentiators

Differentiators	TCS	Accenture	Capgemini	Cognizant	IBM
Core strategy	<ul style="list-style-type: none"> Looking at Latin America, Middle East, and Asia-Pacific region as the growth markets. 	<ul style="list-style-type: none"> New strategy line - "Strategy, Digital, Technology, Operations" Renamed its BPO growth platform "Accenture Operations" 		<ul style="list-style-type: none"> Strengthening capabilities for transformational deals 	<ul style="list-style-type: none"> Africa is one of the focal points for IBM committed \$1bn to a new Watson artificial intelligence unit and \$1.2bn to expand its cloud computing footprint.
Demand	<ul style="list-style-type: none"> New clients added : 5 in \$50+ and 8 in \$20M+ revenue band No. of \$100m+ clients : 24 	<ul style="list-style-type: none"> New bookings : \$ 8.8 B Consulting worth: \$ 4.3 B Outsourcing worth : \$ 4.5 B 	<ul style="list-style-type: none"> 53.7% raise in bookings Bookings worth € 3,425 Mn 		
Investment	<ul style="list-style-type: none"> TCS has earmarked a capital expenditure of Rs. 4,000 crore for 2014-15; about 80 % of the proposed investment is geared towards erecting new delivery campuses and upgrading existing ones. 	<ul style="list-style-type: none"> Made a major investment in Liaison Technologies 		<ul style="list-style-type: none"> Investments in building capabilities in new technologies and service areas as well as in new markets 	<ul style="list-style-type: none"> Invested in its US Federal Healthcare Practice. invested \$133 million into the KidSmart Early Learning Program Committed \$1bn to a new Watson artificial intelligence unit and \$1.2bn to expand its cloud computing footprint.
Human Resources	<ul style="list-style-type: none"> Utilization Rate @ 85.3% Attrition @ 12% No of Employees - 305,431 	<ul style="list-style-type: none"> Utilization Rate @ 88% Attrition @ 14% No of Employees – 293,000 	<ul style="list-style-type: none"> Utilization Rate @ 77.6% Attrition @ 16.3% No of Employees – 138,800 	<ul style="list-style-type: none"> No of Employees – 187,400 Net addition – 8,800 	

Differentiators

Differentiators	TCS	Accenture	Capgemini	Cognizant	IBM
New Products / Offerings	<ul style="list-style-type: none"> • Launched 'iElect' an app for Android devices that allows users to track top election-related trends in real-time. • Siemens, and TCS announced ETO2Win, a new joint software and services solution for automating complex Engineer-to-Order (ETO) processes. 	<ul style="list-style-type: none"> • Launched Predictive Health Intelligence, a comprehensive set of analytics solutions to help global life sciences companies • Accenture Product Lifecycle Services (APLS) - a new business service aimed at helping manufacturing clients better organize, develop and manage products and services, from idea to retirement. 	<ul style="list-style-type: none"> • Four new solutions: Data Warehouse Optimization using Hadoop, Data Masking, Data-Quality-as-a Service and Asset Information Management • Three new interactive websites, and a thought leadership driven app in response to Banker and Insurer demands to mine through the sea of customer data available 		<ul style="list-style-type: none"> • New enterprise cloud offerings for the mainframe • New offerings for System z • SoftLayer clients a new set of cloud-capabilities and services that accelerate cloud adoption • Comprehensive new security software and services to help organizations protect their critical data • 'IBM ExperienceOne,' a new integrated portfolio of cloud-based and on premise offerings • IBM Navigator on Cloud - a new big data service available on its app-store-esque IBM Cloud Marketplace

Analyst Opinions

Category	Vendor	Analyst Opinions
Outsourcing	TCS	Positioned as a 'leader' in Everest Group's "Capital Markets BPO – Service Provider Landscape with PEAK Matrix™ Assessment 2013" report
	Accenture	Positioned in the "Leaders" Quadrant of Gartner's "Magic Quadrant for Finance and Accounting BPO" published on May 2014
	Capgemini	Positioned in the "Leaders" Quadrant of Gartner's "Magic Quadrant for Finance and Accounting BPO" published on May 2014
Services	TCS	Named a "as a Global Leader" by IDC in its report "IDC MarketScape: Worldwide Mobile Application Development, Testing, Management and Infrastructure Services 2014 Vendor Assessment"
	Accenture	Positioned as a "Leader" in IDC's report "IDC MarketScape: Worldwide Mobile Application Development, Testing, Management, and Infrastructure Services 2014 Vendor Assessment."
		Ranked as the number one life science information technology (IT) services vendor by IDC in "Perspective: IDC Health Insights' Top Preferred Life Science Technology Vendors for 2014,"
		Receives Positive Vendor Assessment by Gartner in its report "Vendor Panorama for Trade Promotion Management in Consumer Goods," March 2014
		Named as a Leader in Forrester's report "The Forrester Wave™: Oracle Application Services Providers", Q1 2014,"
	Capgemini	Placed in the Leaders category in Forrester's report "The Forrester Wave™: SAP Services Providers", Q1 2014
Consulting	Accenture	Positioned as a "Leader" in IDC's report, "IDC MarketScape: Worldwide Business Analytics Consulting and Systems Integration Services 2014 Vendor Assessment".

Major Acquisitions

Vendor	Target	Description
Accenture	PureApps	Accenture has acquired PureApps, a UK-based Enterprise Performance Management (EPM) provider that helps clients use financial insight and analysis to improve organizational effectiveness through better cost management and strategy execution. The acquisition will strengthen Accenture's end-to-end EPM capabilities and enable Accenture to help CFOs transform the finance function using emerging digital technologies.
Accenture	Enkitech	Accenture has completed its acquisition of Enkitech, an Oracle Platinum partner and a worldwide leader in Oracle Exadata implementations and Oracle database administration and development. The acquisition, first announced on May 15, brings Enkitech's substantial expertise and experience to Accenture's Oracle business and will help simplify solution implementation, increase productivity and accelerate time to value with Oracle engineered systems and database technologies for clients.
Capgemini	Euriware	Capgemini announces the acquisition of Euriware and its subsidiaries by the Capgemini Group. Euriware offers outsourcing and systems integration services as well high value added industrial engineering and information security systems to clients in the energy, manufacturing and defense sectors. With Capgemini, Euriware is joining a global leader in IT services. This acquisition is based on an ambitious industrial and social plan consistent with the economic interests of both parties including a commitment on employment and geographic locations.
Capgemini	Strategic Systems & Products Corp	Capgemini has announced the acquisition of Strategic Systems & Products Corp. SSP specializes in solutions for upstream oil and gas companies, providing solutions for Production Revenue Accounting (PRA) and Joint Venture Accounting (JVA) specifically, which are required business processes for operations in North America. The acquisition of SSP aims at strengthening Capgemini's broad solutions portfolio and leading position in the market. SSP's proprietary READYUpstream solution complements Capgemini's existing EnergyPath solution for midstream, downstream and energy services companies. The integration intends to create better economies of scale and strengthen Capgemini's position as an enterprise solution provider capable of handling the needs of customers across all oil and gas industry segments.

Major Acquisitions

Vendor	Target	Description
Cognizant	itaas	Cognizant has entered into a definitive agreement to acquire itaas, a digital video solutions company headquartered in Atlanta, Georgia. itaas helps leading cable, telecommunications, and technology companies to deliver a broad range of digital video services across traditional cable, broadcast, and telecommunications network environments and on consumer devices such as set-tops, tablets, and smartphones. The acquisition will enable Cognizant to capitalize on the growing demand for greater interactivity, higher personalization, and innovative content delivery in the multi-screen and video market.
IBM	Silverpop	IBM has completed the acquisition of Silverpop. Silverpop empowers marketers with cloud-based capabilities that deliver personalized customer engagements that scale for any sized business. Silverpop extends IBM's leadership in marketing automation in both business-to-business (B2B) and business-to-consumer (B2C) scenarios. With this acquisition, more than 8,000 organizations around the world now use IBM's Enterprise Marketing Management tools. Silverpop also adds to IBM's portfolio of more than 100 Software-as-a-Service (SaaS) offerings that can be quickly deployed with little technical knowledge to accelerate time to value.

Key Wins

TCS



Infosys



HCL



Wipro



Key Wins

Accenture



Capgemini



NBCUniversal

IBM





Thank You

Write to us : corporate.irc@tcs.com