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August 17, 2018

Manager, Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex
Mumbai
Symbol: TCS

The General Manager, Listing Department
BSE Limited
P.J. Towers, Dalal Street
Mumbai 400001
Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of the Press Release titled **"TCS Positioned as a Leader and Star Performer in Digital Workplace Services by Everest Group"** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Rajendra Moholkar
Company Secretary

For immediate use **PRESS RELEASE**

TCS Positioned as a Leader and Star Performer in Digital Workplace Services by Everest Group

Report Cites Tata Consultancy Services' Well-defined Vision, Consistent and Meaningful Investments and Strong Collaboration as Key Strengths.

MUMBAI, August 17, 2018: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has been recognized as a Leader and Star Performer for the second year in a row in the Everest Group PEAK Matrix™ for Worldwide Digital Workplace Services.[1]

In an assessment of 20 global service providers offering workplace services, TCS was positioned highest for market impact and was named Star Performer for having a top quartile year-on-year improvement in scores. The company's well-defined, end-to-end vision of the future workplace, its consistent and meaningful investments in a workplace services portfolio that aligns to client needs, a strong collaborative culture and high levels of client satisfaction are amongst the key strengths highlighted in the report.

"As part of their Business 4.0 transformation, progressive organizations are catering to the demands of a globalized, multi-generational workforce by investing in building a vibrant collaborative work environment and focusing on enriching their user experience," said **Krishna Mohan, Global Head IT Infrastructure Services and Deputy Head, Cognitive Business Operations, TCS**. *"Our Leaders position in the Everest Group PEAK Matrix is a testament to our vision and strategy, investments and innovation, strong portfolio mix, wide delivery footprint and market success."*

"TCS' vision of the digital workplace goes beyond IT infrastructure and focuses on end-to-end employee experience – from service desks, end user computing, intranets and collaboration, workplace innovation and learning, and persuasive and immersive experiences. As infrastructure moves to the cloud, employee experiences are transforming into anytime-anywhere, zero touch systems of engagement powered by automation and AI," said **Ashok Krish, Global Head, Digital Workplace practice, TCS**.

TCS has a comprehensive set of Digital Workplace Services that deliver an intuitive, immersive and intelligent workplace to create delightful employee experiences. The portfolio includes: assessment of customers' current workplace maturity, planning and executing digital workplace transformations, and end-to-end management of digital workplaces.

TCS' unique transformation approach looks at

- Laying the Foundation: Incorporating persona-based user analytics, setting up digital factories, CTI, provisioning self-service capabilities, setting up scripts/SOP knowledge engines and incorporating speech analytics.

[1] Digital Workplace Services – Market Trends and PEAK Matrix™ Assessment: Enterprise's Wish is Not Service Provider's Command, Everest Group, June 2018

- Building the Digital Core: Creating a unified and intelligent app store, auto-detecting and healing issues, location based toll-free services, digital service desks, intelligent conversational services, data and document cloudification, one-click auto-configure and resolution functionalities, self-help knowledge banks, and more.
- Injecting Cognitive Capabilities: Digital assistants based on conversational interfaces and NLP, individual workbenches (project, personal, social workspaces), unified collaboration ecosystems, location-aware support and setting up of a cognitive business command center.
- Transforming Workplaces: AI-enhanced knowledge ecosystems and agile-ready digital workplaces, collaboration platforms such as Microsoft Office 365 for day to day employee applications and intranets, immersive and persuasive learning and innovation experiences in the workplace using augmented, virtual and mixed reality engines.
- Measuring Employee Experience: Real-time user experience monitoring underpinned by TCS' experience level agreements to constantly monitor the effectiveness of digital workplace initiatives, and feed into TCS' persuasion and gamification engines to enable transformation workplace behavior.

At the core of TCS' Digital Workplace Services is the Digital Desk, which includes TCS-built intellectual property such as Mobitio™, ignio™, chatbots, digital assistants, speech recognition technology, and gamification. Mobitio is an enterprise mobility platform embedded with intelligent automation and real-time analytics to provide location-aware services, on-the-go creation and tracking of service requests and enterprise social collaboration. ignio is TCS' cognitive automation platform that uses its pre-built body of knowledge and context awareness to diagnose and fix IT operational issues autonomously.

"The key philosophy of digital workplace is to offer personalized services, underpinned by flexible delivery models, choice of support channels, end-to-end operations automation, and innovative business-aligned metrics. TCS continues to make the right investments and evolve its digital workplace services portfolio to align with these market requirements, while maintaining its high delivery execution standards – thereby strengthening its Leader position on the assessment. Clients have specifically pointed out TCS' well-integrated services suite and its framework to continuously track and improve user experience as key strengths," said Chirajeet Sengupta, Partner, ITS Research Services, Everest Group.

"A dynamic collaborative workplace is at the core of any digital transformation journey. Our customer-centricity, design thinking, deep technical knowledge, investments in intellectual property, and extensive global footprint makes us the preferred partner for our customers' workplace transformation initiatives," added **Krishna Mohan**.

About Tata Consultancy Services:
Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for the last fifty years. TCS offers a consulting-led, Cognitive powered, integrated portfolio of IT, Business & Technology

Services, and engineering. This is delivered through its unique Location Independent Agile delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 400,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $ 19.09 billion for year ended March 31, 2018 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. TCS' proactive stance on climate change and award winning work with communities across the world have earned it a place in leading sustainability indices such as the Dow Jones Sustainability Index (DJSI), MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit us at www.tcs.com.

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TCS media contacts:

Asia Pacific:	Email: sean.davidson@tcs.com Phone: +65 91393668
Australia and New Zealand	Email: Darren.rudd@tcs.com Phone: +61 488 403 013
Benelux	Email: Joost.galema@tcs.com Phone: +31 615 903387
Central Europe	Email : anke.maibach@tcs.com Phone: + 49 172 6615789
Europe:	Email: ashish.babu@tcs.com Phone: +31 611 531246
India:	Email: arushie.sinha@tcs.com| shamala.p@tcs.com Phone: +91 22 6778 9960 | +91 22 6778 9081
Japan	Email: douglas.foote@tcs.com Phone: +81 80-2115-0989
Latin America	Email:martin.karich@tcs.com Phone: +569 6170 9013
Nordics	Email: mattias.afgeijerstam@tcs.com Phone : +46723989188
UK:	Email: peter.devery@tcs.com Phone: +44 203 155 2421
USA / Canada:	Email: b.trounson@tcs.com Phone: +1 646 313 4594

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