



TCS/PR/SE-97/2020-21

October 1, 2020

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Mumbai - 400051
Symbol - TCS

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 Launches Official 2020 Virgin Money London Marathon App to Power the Virtual Experience for Runners**” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

A handwritten signature in blue ink, appearing to read 'Rajendra', with a horizontal line underneath.

Rajendra Moholkar
Company Secretary

TATA CONSULTANCY SERVICES

TATA Consultancy Services Limited

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For immediate use **PRESS RELEASE**



TCS Launches Official 2020 Virgin Money London Marathon App to Power the Virtual Experience for Runners

Tata Consultancy Services Enhances the Digital Experience for Participants and Spectators to Get the Most Out of the Virtual Virgin Money London Marathon

LONDON | MUMBAI, October 01, 2020: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has launched the official app of the Virgin Money London Marathon that will connect participants and spectators virtually this year.

TCS, the Official Technology Partner for the Virgin Money London Marathon since 2016, has developed the official mobile app for the fifth year, and added new features so runners can get the most out of this year's virtual marathon experience. Last year, the Virgin Money London Marathon app was downloaded a [record-breaking](#) 465,000+ times.

Free to download and use, the Virgin Money London Marathon app is the only way to officially take part in this year's virtual event on Sunday, October 4; participants will have 23 hours 59 minutes and 59 seconds (from 00:00:00 to 23:59:59 BST) to complete the 26.2 miles. Upon finishing, runners will receive a digital certificate and medal, and the chance to share an official finish line selfie with their race stats.

The mobile app enhances the digital experience for runners and spectators alike. Whether they're running at a local park or the countryside, loved ones can track runners on the app to see where they are virtually on the famous London route, and how they are doing for time.

The app will help bring the virtual run to life, with an **exclusive audio commentary** featuring Paula Radcliffe and Steve Cram, providing a memorable soundtrack to the day. Additionally, it will feature the sound of the London crowds cheering to provide that added motivation and get runners to the virtual finishing line.

The official race app is part of TCS' [#ThisRunLondon](#) campaign, which aims to celebrate all runners and the multitude of reasons why each of them is running the 2020 Virgin Money London Marathon – whether for a loved one, a good cause or a personal challenge.

"Digital technology has never played a more important role in keeping us connected. In this first virtual event, the digital experience will be further enhanced through TCS' official app for participants and spectators alike," said Amit Kapur, Country Head, TCS UK and Ireland. "This run shows us that even though we're running virtually this year, the running community is still united, supporting each other and cherished causes in the community."

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*"In a world where people are being kept apart, technology has the power to keep us connected. We are delighted to launch the 2020 Virgin Money London Marathon app powered by TCS and believe that the work the TCS team has done to engage and support the runners on 4th October, will help to make this one of the most memorable London Marathon's in our history," said **Hugh Brasher, Event Director, Virgin Money London Marathon.***

In 2019, the Virgin Money London Marathon raised a world record £66.4 million for worthy causes. TCS has made it easier than ever for runners to hit their donation goals by integrating an **in-race donation button**¹. Friends and family can search for their runner in the tracking page, click on their runner icon, and hit the donation button to be taken directly to their Virgin Money Giving page.

Find, follow and donate to your marathon heroes with the Official 2020 Virgin Money London Marathon App. Download the app for Apple iOS [here](#) and Google Android [here](#).

TCS is the lead sponsor and technology partner for many major marathons across the world, including New York, Amsterdam, Singapore and Mumbai – supplying award-winning and record-breaking apps.

To stay up to date on TCS news in the UK, follow [@TCS_UKI](#). For TCS global news, follow [@TCS_News](#)

About Tata Consultancy Services Ltd. (TCS)

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 over 50 years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. 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 443,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$22 billion in the fiscal year ended March 31, 2020, 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.

For TCS global news, follow [@TCS_News](#).

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¹ Only available to runners raising donations through Virgin Money Giving

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