TCS/PR/SE-117/2021-22

November 1, 2021

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 Partners with Celcom for Large-Scale Digital Transformation**" which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Pradeep M. Gaitonde
Company Secretary

TATA CONSULTANCY SERVICES

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Corporate identification No. (CIN): L22210MH1995PLC084781

TCS Partners with Celcom for Large-Scale Digital Transformation

Tata Consultancy Services' Platforms, TCS HOBS™ and TCS TwinX™ to Help the Telco Create Future-Ready Business Support Systems

KUALA LUMPUR | MUMBAI, November 1, 2021: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organisation, is expanding its partnership with Celcom Axiata Berhad (Celcom), a leading telecommunications provider in Malaysia, to transform the latter's core business support systems (BSS) using TCS HOBS™ and TCS TwinX™ hosted on Microsoft Azure.

With the new core platforms transformation project, TCS will enable Celcom to further enhance its digital and platform positioning through advanced digital capabilities like AI/ML-driven business simulations, an enterprise product catalogue, and partner ecosystem enablement.

To address the rapid and dynamic market growth, TCS will help Celcom adopt and integrate a microservices-enabled modular digital BSS core based on cutting-edge technologies, including artificial intelligence, business intelligence, machine learning and cloud technologies. This also enables Celcom to have access to real-time data and customer insights, enhancing business simulations for improved revenue, costs, and optimized operations.

Afizulazha Abdullah, Chief Operations Officer (Technology), Celcom Axiata Berhad: "*Celcom continues its modernization journey by transforming our business operations by incorporating new technology to deliver awesome experiences to our customers. This includes enhancing Celcom's data analytics abilities, reducing time to market, ensuring seamless customer experiences across all Celcom touchpoints. Celcom is proud to continue its collaboration with TCS as they have the right expertise in cutting-edge solutions, deep industry knowledge and good delivery capabilities*."

"*By reimagining the concept-to-market value chain to create customer specific digital products and rapidly launch them in the market, TCS is accelerating Celcom's transformation into a leading digital platform company,*" said **Kamal Bhadada, Business Group Head, Communications, Media, and Information Services, TCS**. "*The combinatorial capabilities of TCS HOBS and TCS TwinX will provide Celcom with real time product and pricing strategy guidance, collaborative ideation and experimentation, single touch federation, and enable competitive differentiation.*"

TCS HOBS is a plug and play digital business platform for subscription, device, and data management, offered in a software as a service (SaaS) model. Building on future-proof, microservices-based catalogue-driven architecture, TCS HOBS enables companies to leverage partner ecosystems and venture into B2B2X models. Learn more at: www.tcs.com/hobs

TCS TwinX is an AI and digital twin-based simulator to construct hypotheses, model entities and test business decision outcomes in a virtual A/B testing mode. TCS TwinX equips business leaders to predict and simulate future behaviour of entities for achieving holistic business goals. As a result, companies can expect to see increased revenue, reduced revenue leakage, faster time to market and a reduction in cycle time, as well as enhanced customer experience. Learn more at: www.tcs.com/tcs-twinx-digital-twin-technology

About Tata Consultancy Services (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 528,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $22.2 billion in the fiscal year ended March 31, 2021, 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 MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit **www.tcs.com**

About Celcom Axiata Berhad

Celcom is Malaysia's first and largest private mobile network operator, with almost 14 million users on its 2G, 3G and 4G LTE+ networks, covering over 98% of the population. Established in 1988, Celcom is now moving towards integrated multi-access, multimedia services and Internet of Things solutions, in line with evolving technologies and consumer behavior in Malaysia. A culture that places the customer first is reflected in our award-winning customer service, products, and other corporate accolades at a regional level. Celcom is part of Axiata Group Berhad, one of the region's largest telecommunications groups actively driving digital transformation across a footprint of 9 markets in ASEAN and South Asia. For more information on Celcom, log on to www.celcom.com.my

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