TCS/PR/SE-2/2022-23

April 4, 2022

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East)
Mumbai - 400051
Symbol - TCS

BSE Limited
P. J. Towers,
Dalal Street,
Mumbai - 400001
Scrip Code No. 532540

Dear Sirs,

We are sending herewith copy of the Press Release titled "**TCS Helps Stellantis Group Transform Omnichannel Customer Experience in Brazil and Argentina**" which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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



Pradeep Manohar Gaitonde
Company Secretary

TATA CONSULTANCY SERVICES

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Building on belief

For immediate use **Press Release**

TCS Helps Stellantis Group Transform Omnichannel Customer Experience in Brazil and Argentina

Tata Consultancy Services Won the 2021 Salesforce Partner Innovation Award for Marketing Cloud for Stellantis' Customer Engagement Transformation

SAO PAULO | MUMBAI, April 04, 2022: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) has helped Stellantis, a world-leading automaker and mobility provider, transform the customer experience journey with a more streamlined and personalized sales and service experience across channels.

The automaker, whose brands include Fiat, Jeep, RAM, Peugeot, and Citroën, wanted to modernize its legacy customer relationship management applications that needed the flexibility to respond to changing business models. Stellantis chose TCS as its strategic partner to drive this transformation and reimagine customer engagement using the Salesforce platform.

TCS helped more than 1,000 dealers in Brazil and Argentina migrate from the old CRM platform that supported customer care processes to an omnichannel platform based on Salesforce, using its contextual knowledge and experience gained over similar successful customer care and recall outreach transformations, carried out for Stellantis in North America and Europe. The platform reimagines the 360-degree customer experience journey and provides insights about each customer's needs, recurrence, and history.

The multi-cloud transformation was delivered in just 18 months, covering six Salesforce modules, including Salesforce Service Cloud for customer care agents and business users of Fiat Chrysler Automobile; Salesforce Customer Experience Cloud for customer interaction (self-service); dealership collaboration; case management; and an industry-first implementation of Salesforce Marketing Cloud for outbound recall outreach. Additionally, the implementation roadmap included knowledge management and connected vehicle integration, its global standard processes scaled to more than 20 lines of business, and a common ecosystem that integrates more than 60 suppliers and divisions in Brazil and Argentina, two of the largest markets for the company in South America.

The platform has helped Stellantis improve customer communications, anticipate demands, and offer personalized experiences.

According to **André Souza, CIO, Stellantis Group in South America**, "*The TCS solution and implementation, combined with the adoption of Salesforce in customer care services, enabled an omnichannel integration. The biggest beneficiaries are the customers. They will have a more structured relationship with us throughout their entire life cycle. TCS was a key partner in this journey. They had a strong understanding of what we wanted to change in the global project and the flexibility to deliver in the midst of the pandemic*."

Marcelo Wurmann, CEO, TCS Latin America, said: "*We have helped Stellantis and all of its brands in Brazil and Argentina integrate their digital customer relationship channels through WhatsApp, social networks, dealership websites and phone customer service, on a single Salesforce platform. We enhanced visibility by bridging the gap between the automobile company and its dealerships, and improved how the brand interacts with their customers at various touchpoints across different channels.*"

TCS was recently recognized by Salesforce as a 2021 Partner Innovation Award winner for Stellantis' customer engagement transformation.

"Salesforce Partner Innovation Award winners such as TCS work relentlessly to enable their customers' success," said **Tyler Prince, Executive Vice President, Alliances & Channels, Salesforce**. *"TCS' initiative and ability to deliver results illustrates how Salesforce partners are integral to creating value and enabling digital transformation in our new work-from-anywhere world."*

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 556,000 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 Stellantis

Stellantis N.V. (NYSE / MTA / Euronext Paris: STLA) is one of the world's leading automakers and mobility providers. Our historic and iconic brands embody the passion of their visionary founders and customers in their innovative products and services, including Abarth, Alfa Romeo, Chrysler, Citroën, Dodge, DS Automobiles, Fiat, Jeep®, Lancia, Maserati, Opel, Peugeot, Ram, Vauxhall, Free2move and Leasys. Driven by our diversity, we lead the way the world moves – we aspire to become the best sustainable mobility company, not the biggest, while creating value for all shareholders and the communities in which we operate. For more information, visit www.stellantis.com.

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