TCS/PR/SE-178/2019-20

March 5, 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 HOBS™ Helps Airtel Streamline its Product Portfolio"** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Rajendra Moholkar
Company Secretary

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For immediate use **PRESS RELEASE**

TCS HOBS™ Helps Airtel Streamline its Product Portfolio

Tata Consultancy Services' Product Accelerates Product Innovation, Prevents Revenue Leakage, Drives Business Agility and Enhances Customer Experience

DELHI | MUMBAI, March 5, 2020: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has successfully implemented the TCS HOBS™ Product Portfolio Management (PPM) solution for Airtel, accelerating its digital transformation journey. The implementation has enabled the telecom giant to create personalized offers and make these offers available in the market instantly.

Airtel partnered with TCS to implement a single enterprise-wide product catalog for all marketing and sales channels in India. TCS HOBS PPM has streamlined the company's product lifecycle processes, rationalizing its large product portfolio by 80 percent. It empowers Airtel's business teams to manage the product portfolio on their own, and significantly automates new product rollouts across business and IT operations, eliminating inefficiencies and reducing time to market by 90 percent. Additionally, consistency in product data across systems prevents revenue leakage.

The solution's advanced product catalog capabilities enable the modeling of Airtel's digital and traditional products seamlessly, and its intuitive user interface guides the product modeler throughout the lifecycle. The intelligence built into the system identifies redundant products and prevents proliferation. The Open APIs drive the digital customer experience and the federation layer ensures zero touch configuration across the IT stack.

Nathan Phipps, CIO – Mobile and Homes, Bharti Airtel, said, "*We believe that digital transformation needs simplification of product offerings. In a fiercely competitive mobile market, like India, digitally-enabled services require faster time-to-market, so the underlying B/OSS supporting them should rapidly embrace the changes. We chose TCS HOBS Product Portfolio Management as it brings business agility to our operations, helping Airtel take a giant leap forward in its digital journey.*"

"*We are glad that Bharti Airtel is leveraging TCS HOBS' Product Portfolio Module for its digital transformation journey,*" said **Kamal Bhadada, Business Group Head, Communications, Media & Information Unit, TCS.** "*We have developed the TCS HOBS solution leveraging our deep contextual knowledge of subscription-based businesses. It enables service providers with product personalization, dynamic configuration, partner product bundling, open APIs for out-of-the-box integration and automation of the underlying business processes. TCS HOBS – a TM Forum certified product – is helping several service providers differentiate themselves in the rapidly evolving digital business landscape.*"

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 the last 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 446,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $20.9 billion in the fiscal year ended March 31, 2019, 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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