TCS/PR/SE-157/2021-22

January 6, 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 "**Strong Market Reputation and Digital Initiatives Propel TCS to Superbrand Status in Singapore**" 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

Building on belief

For immediate use **Press Release**

Strong Market Reputation and Digital Initiatives Propel TCS to Superbrand Status in Singapore

Tata Consultancy Services' Superbrand Status Comes on the Back of Sustained Investments in Developing Digital Talent in Singapore and Helping Customers Accelerate Innovation and Business Transformation

SINGAPORE | MUMBAI, January 6, 2022: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) has been recognized as a Superbrand in Singapore. The recognition acknowledges TCS' strong market reputation, digital initiatives and business growth.

Superbrands is an annual survey that recognizes the most successful brands in the world. A comprehensive and independent research helped identify Singapore's strongest brands in 2021 based on five key criteria: awareness among target audience groups; market reputation; innovation; sustainability in business practices and activities; as well as recognition by other independent organizations.

Present in Singapore since 2000, TCS helps some of the largest corporations in the region define the blueprint for their business transformation, embrace new technologies to explore innovative business models, enhance customer experience and improve operational resilience. TCS' global delivery center in Singapore services local and global clients, helping them execute strategic business transformation initiatives.

TCS has made Singapore its regional innovation hub, and has launched several initiatives to foster local talent. It has been partnering with Singapore Management University (SMU) since 2011 to develop industry standards and frameworks for intelligent cities at the TCS-SMU iCity Lab. The TCS Sustainathon aims at empowering and inspiring young students to address urgent sustainability challenges using digital technologies. Its Digital Acceleration Centre, launched with support from the Economic Development Board of Singapore, helps local businesses in their Covid-19 recovery efforts and in building a future-ready workforce.

TCS was also ranked as the fastest growing IT services brand over the last decade (2010-2020) by Brand Finance, placing it among the top three globally. TCS' annual brand value grew by USD 1.4 billion in 2020, the highest growth in IT services.

"We are delighted to be named a Superbrand in Singapore, which is the heart of our business in Asia Pacific. Our long-standing relationships with marquee brands in Singapore and the region, our successful track record in enabling digital transformations, our ability to attract the best local talent, our commitment to making Singapore the innovation hub for businesses across Asia-Pacific and our philosophy of giving back to the community have made TCS a trusted brand in the country. This award is a recognition of how customers, employees, prospective employees and other stakeholders view TCS, and a validation of our purpose-driven approach to doing business," said **Ameet Nivsarkar, Country Head, TCS Singapore.**

Mark Pointer, Chief Executive Officer, Superbrands Singapore, said: *"Branding is one of the most critical aspects of any business and for an organization to be awarded Superbrand Status speaks to its reputation as a trusted name within their respective category. I'd like to congratulate TCS for achieving this mark of excellence and for emerging as a trusted brand by its customers."*

This is the first time the company has received the Superbrand recognition in Asia Pacific, after similar accolades in the US and the UK. In the past two years, TCS has received multiple accolades from government bodies and leading organizations in the region, including the Partner Value award from Channel Asia and IDG, and Woolworths IT Partner of the year for two consecutive years. It was also named the Top Employer in Singapore, Australia, Hong Kong, Malaysia, and the Philippines by the Top Employers Institute.

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**

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