



TCS/PR/SE-8/2022-23

April 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 “**TCS’ Conversational AI Platform, Conversa™, Recognized for its Advanced Technology Capabilities by Celent**” 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 'Pradeep Manohar Gaitonde', with a flourish at the end.

Pradeep Manohar Gaitonde
Company Secretary

TATA CONSULTANCY SERVICES

TATA Consultancy Services Limited

9th Floor Nirmal Building Nariman Point Mumbai 400 021

Tel. 91 22 6778 9595 Fax 91 22 6778 9660 e-mail corporate.office@tcs.com website www.tcs.com

Registered Office 9th Floor Nirmal Building Nariman Point Mumbai 400 021.

Corporate identification No. (CIN): L22210MH1995PLC084781

TCS' Conversational AI Platform, Conversa™, Recognized for its Advanced Technology Capabilities by Celent

Tata Consultancy Services' Conversa's Strong, Intuitive No-Code Dialog and Workflow Design and Secure, Enterprise-Ready Integration to TCS BaNCS Product Portfolio, Cited as Key Strengths

NEW YORK | MUMBAI, April 06, 2022: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) announced that TCS Conversa™, its conversational AI platform, has been designated as a Technology Standout among Retail Banking Intelligent Virtual Assistant (IVA) Platforms by Celent¹.

In an assessment of 10 IVA platforms, TCS Conversa was recognized for its advanced technology capabilities and breadth of functionality. According to the report, TCS has seamlessly embedded IVA capabilities with TCS BaNCS™, a positive step towards democratization of AI. It calls Conversa a strong contender for TCS BaNCS clients seeking to deploy conversational AI. The report also highlights TCS' robust vision for Conversa and a full pipeline of product enhancements that are in the works.

Drawing attention to its strong functional capability, the report mentions Conversa's natural language reasoning capability, no-code-dialog design and workflow as being out-of-the-box. It says that clients rated TCS favorably overall, and in terms of functionality, appreciated the conversation/dialog design features and technology-wise, ease of system maintenance was scored the highest.

The report goes on to say that as a systems integrator TCS has implemented many competitive IVA platforms. It mentions the global availability of Conversa, its multiple language and currency support and the tight integration with TCS BaNCS product portfolio as key strengths.

"Conversational AI is the future of customer experience and financial services firms want to unlock its full potential. They want powerful, next-generation bots that can process complex queries with a humanized approach. TCS Conversa, a feature-rich advanced AI platform, helps BFSI enterprises transform operations, while enabling personalized and highly interactive customer experience," said **K Krithivasan, Business Group Head, Banking, Financial Services, and Insurance, TCS.** *"This recognition is a reflection of our vision, market-leading capabilities in AI and wide adoption of our advanced solutions like Conversa."*

TCS Conversa is a secure, enterprise-ready, and domain rich conversational platform for organizations to quickly enable an intelligent conversational assistant for new and existing customer interfaces via chat and voice medium. It supports both on-premise and cloud availability with container support (private, public, hybrid, and SaaS).

The platform provides business friendly low-code flow orchestration as part of the administration portal for segregation of business logic from technology integration. It enables quicker multi-language configuration and business logic reuse across over 22 supported languages with pre-configured industry knowledge bases. TCS Conversa provides full-fledged and customizable conversation analytics and reports for both business and operation users.

It also provides ready-to-market adapters with a configure-once-enable-many feature for all the popular channels – voice devices (Alexa, Google Home), social (Facebook, Twitter), collaboration (SMS, Whatsapp, Slack, Hangout Chat, Sametime, Skype, Line, Wechat, Google Assistant, Telegram, MS Teams, Cisco Teams), IVR (Amazon Connect, Twilio Voice, Cisco, Genesys), and digital human (Uneeq).

According to **Bob Meara, Senior Analyst, Celent,** *"Digitization is fueling the adoption of intelligent virtual agents built on conversational AI down the market. In retail banking, IVAs are being deployed for creating*

¹ xCelent Awards 2022: Retail Banking Intelligent Virtual Assistant (IVA) Platforms, Bob Meara, Celent, March 10, 2022

highly efficient and engaging experiences while driving productivity. A feature-rich, easily deployable platform that provides diverse support capabilities, interactive channel adapters and on-premise hosting, we find Conversa to be a leading solution for retail banks. This Celent recognition is based on the platform's functionality, geographic availability, technology and integration capability and customer feedback."

"TCS leverages its expertise in AI along with investments in innovation and intellectual property to help financial institutions maintain their competitive edge ahead of technology advancement. Our comprehensive portfolio of AI services and solutions is helping our clients reimagine customer experience, improve productivity and achieve operational excellence," added K Krithivasan.

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

TCS media contacts:

Asia Pacific	Email: wenjian.lin@tcs.com Phone: +65 9695 9948
Australia and New Zealand	Email: kelly.ryan@tcs.com Phone: +61 422 989 682
Canada	Email: tia.thomas@tcs.com Phone: +1 647 790 7602
Europe	Email: joost.galema@tcs.com Phone: +31 615 903387
India	Email: saxena.kritika@tcs.com Phone: +91 22 6778 9999 Email: vanshika.sood@tcs.com Phone: +91 22 67789098
Middle East & Africa	Email: s.hasneen@tcs.com Phone: +971567471988
Japan	Email: douglas.foote@tcs.com Phone: +81 80-2115-0989
Latin America	Email: alma.leal@tcs.com Phone: +521 55 2095 6098
UK	Email: peter.devery@tcs.com Phone: +44 20 3155 2421
USA	Email: james.sciales@tcs.com Phone: +1 917 981 7651

###