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July 6, 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 "**SonyLIV Enters into Strategic Partnership with TCS to Transform Customer Experience and Drive Growth"** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Rajendra Moholkar
Company Secretary

TATA CONSULTANCY SERVICES

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SonyLIV Enters into Strategic Partnership with TCS to Transform Customer Experience and Drive Growth

Tata Consultancy Services Will Help Speed and Scale SonyLIV's Innovation to Accelerate its Journey Towards Becoming a Global Next-Generation OTT Player

MUMBAI, July 06, 2021: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has entered into a strategic partnership with India's premier OTT streaming platform, SonyLIV, to help create an innovative business model enabled by digital technologies, enhance customer experience, and pave the path to future growth.

The partnership will leverage TCS' next-gen digital capabilities, global expertise, domain knowledge and innovation ecosystem to define SonyLIV's platform transformation roadmap for India and global markets. TCS will help enhance its core OTT platform to leverage AI and machine learning to provide personalized experiences to subscribers across devices. It will also help SonyLIV use data and insights to monetize content and create new revenue streams.

Additionally, TCS will set up a world-class Experience Design Center leveraging its innovation labs, where it will deploy its Location Independent Agile Model to accelerate innovation by rapidly prototyping and helping SonyLIV launch new best-in-class features ahead of the market. The partnership will help SonyLIV reimagine the customer experience and engagement, enhance its brand, establish competitive differentiation in the marketplace and drive growth.

Danish Khan, Business Head, SonyLIV, Sony Entertainment Television and Studio Next, said, "*We are delighted to have TCS on board as our technology partner. We will work closely with the TCS leadership team in India, US and UK to enhance the user experience of SonyLIV. Further, we hope to harness the TCS global talent reach, infrastructure and global centers of excellence to bring innovations that will improve engagement and provide a delightful consumer experience*."

"We are pleased to partner with SonyLIV in their growth and transformation journey to become one of the best OTT platforms in the country and the world," said **Ujjwal Mathur, Country Head, TCS India**. *"Through this partnership, TCS will bring its deep domain knowledge in the media and OTT industry along with world-class technology capabilities to enable SonyLIV to innovate at speed and scale. TCS will leverage its global innovation ecosystem to introduce next-gen immersive and interactive features to enrich the overall customer experience."*

About Tata Consultancy Services

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 488,000 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**

and follow TCS news at **@TCS_News**.

To stay up-to-date on TCS global news, follow @TCS_News.

About SonyLIV

SonyLIV is the first Indian premium Video on demand (VOD) service by Sony Pictures Networks' (SPN) providing multi-screen engagement for users on all devices. Launched in January 2013, the digital streaming player is home to 24 years of rich content from the library of Sony Pictures Networks India (SPN) with over 40,000 hours of programming. SonyLIV subscribers get exclusive access to key sporting events from across the globe, the latest Hollywood Shows, Originals, 18,000+ hours of TV Shows, LiveTV and Kids content.

With 100 million+ app downloads so far, SonyLIV provides original and exclusive premium content to Indian viewers. The platform has over 150+ original shows spread across Hindi, Marathi, Gujarati and Bengali. The Tamil and Telugu library itself boasts of 2000+ hours of Movies and Originals. SonyLIV's originals its line-up includes - Avrodh, Your Honor, Undekhi, Bhonsle, JL50, Sandwiched Forever and Scam 1992: The Harshad Mehta Story and many more.

Apart from being the official Indian streaming partner for Global Sporting events, SonyLIV keeps its viewers entertained throughout the year with Live Cricket, Soccer, Tennis, eSports, Racing, Fight Sports and Athletics. The platform offers its subscribers a host of premium International tournaments like the UEFA Euro 2020, Olympic Games Tokyo 2020, The Ashes, Australian Open, UEFA Champions League, WWE, Big Bash League, Pakistan Super League, Serie A, FA Cup, UEFA Europa League, UFC and Impact Wrestling to name a few. SonyLIV also has exclusive rights to tournaments of prestigious Cricket Boards namely Pakistan Cricket Board, Cricket Australia, England and Wales Cricket Board, Sri Lanka Cricket & Cricket Ireland.

SonyLIV has partnerships with key International studios – SPE Films, Lionsgate and iTV, which allows its subscribers exclusive access to award-winning shows like, Seinfeld, Power, The Good Doctor and Mr. Mercedes. The platform also hosts celebrated Hollywood shows to its library like LA's Finest S2, On Becoming a God in Central Florida, Alex Rider, For Life, Lincoln Rhyme, War of the Worlds, Commons and Indebted, 1917 amongst others.

For more information, log onto www.sonyliv.com

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