



TCS/PR/SE-79/2020-21

September 9, 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 Named a Leader in IDC MarketScope for Americas Business Consulting Services**” 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 'Rajendra Moholkar', with a horizontal line underneath.

**Rajendra Moholkar**  
**Company Secretary**

## **TATA CONSULTANCY SERVICES**

**TATA Consultancy Services Limited**

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Corporate identification No. (CIN): L22210MH1995PLC084781

## TCS Named a Leader in IDC MarketScape for Americas Business Consulting Services

*According to the Report, Clients View Tata Consultancy Services as One of the Strongest Firms at Maximizing the Value of its Projects to All Stakeholders*

**NEW YORK | MUMBAI, September 9, 2020:** Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has been positioned as a Leader in the IDC MarketScape: Worldwide Analysis of Americas Business Consulting Services<sup>1</sup>.

According to the report, among clients in the Americas, TCS is viewed as one of the strongest firms at maximizing the value of its projects to all stakeholders. It goes on to say that on client engagements, TCS is considered to be able to help clients improve operational efficiency and internal operations. The report also highlights the company's domain expertise in a broad set of industries, comprising banking and financial services; insurance; retail; consumer goods and distribution; communication, media and technology; manufacturing; life sciences and healthcare; energy, resources and utilities; travel, transportation and hospitality; and hi-tech.

*"The pandemic has drastically changed consumption patterns, and injected greater urgency into the digital transformation imperative. We are helping customers use this opportunity to transform themselves into more agile, purpose-driven enterprises, deepen customer intimacy and gain market share,"* said **Dave Jordan, Global Head, Consulting & Services Integration, TCS.** *"We believe that this leadership position is a recognition of our strategy, capabilities and demonstrated ability to develop consulting-led solutions for our clients on issues of board relevance, and deliver outstanding business value."*

TCS partners with leading global enterprises, helping them make strategic business and investment decisions for superior outcomes and to enable their growth and transformation. Its Consulting and Services Integration practice has differentiated itself in the market by going beyond traditional advisory services, and offering end-to-end, transformative solutions to C-Suite buyers to solve their most strategic business challenges and achieve break through results.

This outcome-focused approach has made TCS the trusted advisor for customers in their transformational journeys. It has helped organizations reduce risks, realize synergies and maximize value with its proven offerings around mergers and acquisitions. Likewise, it has helped CEOs adopt an enterprise agile approach to building nimbler, more innovative organizations, transform the front-office to reimagine the customer journey, or pursue new purpose-driven strategies that require integration with larger ecosystems to launch new innovative products and gain competitive advantage.

To help enterprises cope with the impact of the pandemic and prepare to lead in the post-pandemic world, TCS has been advising enterprises in rejigging their supply chain strategies for greater visibility and certainty. It has partnered with COOs to design leaner operating models by transforming their business

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<sup>1</sup> IDC, IDC MarketScape: Worldwide Analysis of Americas Business Consulting Services 2020 Vendor Assessment, doc #US45629720, May 2020

processes and the supporting technology stacks using the Machine First™ approach, improving operational resilience, reducing turnaround times and enhancing the customer experience.

*"In the Americas, TCS is viewed as one of the strongest business consulting firms in terms of maximizing the value of its projects to all stakeholders in the client organization. Integration with the client team is a key factor in making consulting projects successful,"* said **Bjoern Stengel, Senior Research Analyst, Business Consulting Services, IDC**. *"This evaluation discovered that on client engagements, TCS also stands out regarding its ability to help clients improve internal operations, particularly increasing operational efficiency. All of these are essential capabilities to many significant business transformation initiatives."*

*"We combine our deep domain and contextual knowledge, investments in research and innovation as well as a suite of integrated business and technology services to not only advise customers but also help them execute their growth and transformation strategies,"* said **Krishnan Ramanujam, Business Group Head, Business & Technology Services, TCS**.

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### **About IDC Marketscape**

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

### **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 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 443,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$22 billion in the fiscal year ended March 31, 2020, 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](http://www.tcs.com).

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