



TCS/PR/SE-104/2021-22

October 12, 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 “**AI-Powered TCS TwinX™ Now Available on Google Cloud**” 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', 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

AI-Powered TCS TwinX™ Now Available on Google Cloud

*Tata Consultancy Services' Award-Winning Enterprise Digital Twin Platform
Enables Risk-Free Business Simulations to Drive Evidence-based Decision-Making at Scale*

SUNNYVALE, CA | MUMBAI, October 12, 2021: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, announced that TCS TwinX™, an Artificial Intelligence (AI)-powered enterprise digital twin platform for risk-free business simulations, is now available on Google Cloud.

TCS TwinX combines cutting-edge research on AI and actor-based modeling to help envision, experiment, and execute business decisions through a digital twin-based simulator. It creates a digital twin of the enterprise's entire value chain i.e., customers, products, processes, partners, and resources along with their interrelationships. Once modelled as twins, TwinX enables enterprises to simulate behavior in response to decisions.

The solution empowers business stakeholders to experiment and evaluate their decisions by testing multiple hypotheses before zeroing in on the right one. TCS TwinX can simulate hypotheses in several strategic areas such as new product launches, media mix and campaign design, customer lifetime value maximization, value chain optimization, business growth and transformation, fraud control and management, and risk analysis and mitigation.

TCS TwinX is being adopted by forward-thinking enterprises across several industries such as communications, media and information services, banking and finance, consumer packaged goods, manufacturing, and logistics, to accelerate their customer journeys, improve go-to-market strategies, prevent churn, manage customer value, prevent fraud, and build and rollout networks.

"We are excited to announce that the innovative TCS TwinX platform is now available on Google Cloud. TCS TwinX takes a different approach than traditional AI methods by performing actor identification and modeling based on both historic events and use-cases context in real time. It helps enterprises make decisions based on evidence from real-time business simulations rather than just managerial intuition. TCS TwinX helps decision-makers evaluate the impact of their business strategies and choices at scale, prior to deploying them in the real world," said **Kamal Bhadada, Business Group Head, Communications, Media & Information Services, TCS.**

"TCS and Google Cloud share a commitment to accelerating digital transformations for businesses across industries," said **Victor Morales, Managing Director, Global Systems Integrator Partnerships, Google Cloud.** *"We're thrilled that TCS is bringing its TwinX digital twin platform to Google Cloud, enabling enterprises to deploy TCS' widely-adopted business modeling and decision-making platform on Google Cloud's global, scalable infrastructure."*

TCS offers a full complement of services and solutions leveraging its domain-focused innovation and Google Cloud's suite of technologies. These services help companies achieve superior business outcomes from cloud transformation initiatives to gain resilience, better customer experience and the flexibility of an open, scalable, and democratized ecosystem.

TCS has a rich suite of cloud accelerators rendered on the [Google Cloud Garage](#), a digital lab that allows sprinting for experimentation with an immersive experience. TCS has seven Google Cloud specializations – Application Development, Infrastructure, Work Transformation – Enterprise, Data Analytics, Machine Learning, Cloud Migration and Security as well as 58 Expertise Badges.

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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