



TCS/PR/SE-11/2021-22

May 13, 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 “**TCS Launches Cloud-Based Intelligent Subscription Solution for Media Companies to Enhance Customer Experience and Increase Revenue**” 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

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 Launches Cloud-Based Intelligent Subscription Solution for Media Companies to Enhance Customer Experience and Increase Revenue

Tata Consultancy Services' End-to-end Solution, Part of SAP's Industry Cloud Portfolio, Enables Switching to Subscription-based Models for Superior Revenue Growth and Customer Retention

NEW YORK | MUMBAI, May 13, 2021: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has launched a cloud-based Intelligent Subscription solution leveraging SAP Business Technology Platform, to help the media and publishing industry transform customer experience and shift to subscription-based order-to-cash processes for physical and digital content.

The media and publishing industry has moved away from traditional one-off selling to a recurring revenue model based on consumption. Moreover, end consumers are looking for flexible 'pay per use' or 'time-bound subscription' options to enable 'pay for value', which has led enterprises to adopt customer-centric experience models that ensure long-term customer engagement.

TCS' Intelligent Subscription solution addresses this need by leveraging artificial intelligence and machine learning to personalize content curation and offer recommendations based on user profiles, preferences, and past subscriptions. This helps enterprises sell digital experiences and adopt new subscription and pricing models. The single source platform for digital and physical content, enables enterprises to bundle their offerings to deliver better value to end consumers. The solution is part of SAP's industry cloud solutions for the media industry and can be adopted by enterprises across industries looking to set up new subscription or consumption-based business models on a single, automated platform.

The solution enables greater cross selling or up selling to consumers, resulting in enhanced revenue growth, and improved engagement, leading to greater customer retention. Additionally, it is designed to enable significantly faster time to market and reduce the total cost of ownership of legacy applications.

"TCS' Intelligent Subscription solution leverages our contextual knowledge in the media and publishing industry and our deep expertise in evolving innovative business models, to help organizations reimagine their business, enhance customer experience and unlock continuous business value," said **Akhilesh Tiwari, Global Head, Enterprise Application Services, TCS.**

Richard Whittington, Global Head, Media & Publishing, SAP SE, said, *"We are pleased to work with TCS on this industry cloud solution. SAP has a long history of business innovation and providing technology to the world's leading media and publishing firms and will continue to support them with our industry cloud strategy. By leveraging the industry expertise, commitment to quality delivery, and customer focus, the teams at TCS and SAP are helping businesses make the transformational move to the Intelligent Enterprise."*

TCS' SAP-related services include design thinking, advisory, innovation consulting, implementation, and other digital support services. The company helps customers evaluate newer digital offerings such as SAP S/4HANA®, the SAP Customer Experience portfolio, SAP SuccessFactors® solutions, SAP Ariba® solutions, and SAP Business Technology Platform, and define their roadmap, architecture, and strategy. TCS' innovation and demo centers in Ohio, Paris, Mumbai, and Tokyo, help customers gain a first-hand experience of SAP's new products and global innovations through a digital transformation ecosystem.

SAP's industry cloud helps customers in all industries to deploy specialized solutions enabling them to optimize, extend, and transform their core business processes. Industry cloud solutions are interoperable and extend SAP's intelligent suite and business network. SAP's open APIs, business

services, and data and process models help customers to rapidly adopt these innovations and simplify their landscape.

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](https://twitter.com/TCS_News).

To stay up-to-date on TCS global news, follow [@TCS_News](https://twitter.com/TCS_News).

SAP disclaimer: Any statements in this release that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. All forward-looking statements are subject to various risks and uncertainties described in SAP's filings with the U.S. Securities and Exchange Commission ("SEC"), including its most recent annual report on Form 20-F, that could cause actual results to differ materially from expectations. SAP cautions readers not to place undue reliance on these forward-looking statements which SAP has no obligation to update and which speak only as of their dates.

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TCS media contacts:

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|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Asia Pacific | Email: charlene.lee@tcs.com Phone: +65 9138 4370 |
| Australia and New Zealand | Email: kelly.ryan@tcs.com Phone: +61 422 989 682 |
| Benelux | Email: joost.galema@tcs.com Phone: +31 615 903387 |
| Canada | Email: tia.thomas@tcs.com Phone: +1 647 790 7602 |
| Europe | Email: mattias.afgeijerstam@tcs.com Phone: +46 723 989 188 |
| 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 |

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|---------------|----------------------------------------------------------------------------------------------------|
| Japan | Email: douglas.foote@tcs.com Phone: +81 80-2115-0989 |
| Latin America | Email: martin.karich@tcs.com Phone: +569 6170 9013 |
| Nordics | Email: roland.bagen@tcs.com Phone: +46 70 317 80 24 |
| UK | Email: peter.devery@tcs.com Phone: +44 20 3155 2421 |
| USA | Email: william.thomas@tcs.com Phone: +1 203-984-3978 |

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