



TCS/PR/SE-104/2020-21

October 13, 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 a Leader in Customer Experience Services in Telecom and Media: NelsonHall**” 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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TCS a Leader in Customer Experience Services in Telecom and Media: NelsonHall

Tata Consultancy Services' Design and Consulting CX Transformation Offerings, Strong Cognitive Automation and Omnichannel Delivery Capabilities, Cited as Key Strengths

NEW YORK | MUMBAI, October 13, 2020: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has been recognized as a Leader in the NelsonHall NEAT for Customer Experience (CX) Services in Telecom and Media¹.

According to the report, TCS has mature design and consulting CX transformation offerings and experience in the telecom sector. It goes on to say that the company has strong capability in driving cognitive automation with proprietary assets, partnership network, and a maturity model. Highlighted as strengths are TCS' strong capability for omnichannel delivery with universal agent model, 360 customer view, and ready integrators as well as its investments in agent augmentation through ML-based tools. Another key strength cited was its experience in industry-specific process automation and bot orchestration with a portfolio of implementations.

"Telecom and media companies need to augment their connectivity and content centric businesses with digital services, platform and ecosystem led businesses, while keeping customer experience at the heart of their digital transformation," according to Kamal Bhadada, Business Group Head, Communications, Media and Information Services. "The leadership position by NelsonHall is a recognition of our focus on leveraging digital technologies like AI/ML, cloud, IoT and AR / VR to enable telecom and media companies to reimagine customer experience and accelerate their digital transformation journey in the era of the digital experience economy."

TCS has been partnering leading corporations in the communications and media industry vertical, including 6 of the Top 10 communication services providers, and 3 of the Top 6 media companies, in their growth and transformation initiatives. Customers are leveraging TCS' comprehensive portfolio of CX services, including design-thinking led customer journey mapping, cloud contact center, and digital technologies such as intelligent automation, analytics, IoT, AI/ML, and AR/VR, to reimagine customer experience, enable speed, convenience and personalization, and ensure superior seamless omnichannel experiences.

TCS' human-centric AI-infused approach helps customers accelerate CX transformations. This approach is powered by TCS Contextify™ that delivers real time assimilation of context and purpose of customer journeys to pre-empt, automate and create omnichannel experiences. It works in conjunction with TCS TwinX™ that simulates customer journeys and proactively personalizes next best actions.

"TCS has well-developed CX transformation models, particularly its expertise in automation through customer-facing bots and agent augmentation tools. Its CX design and consulting capabilities with dedicated domain experts, frameworks, and a network of reimagination studios and labs are differentiators in an industry increasingly looking to bring to market products and services faster and more effectively," said Ivan Kotzev, Lead Analyst – CX Services, NelsonHall.

¹ Customer Experience Services NEAT in Telecom and Media 2020, Ivan Kotzev, NelsonHall, July 28, 2020

*"In the hyper-converged, hyper-consumerized and hyper-competitive telecom and media industry, a human-centered design approach combined with AI can help enterprises map every part of the customer journey to its strategy and operations, to deliver unmatched customer experience," said **Ashok Pai, Global Head, Cognitive Business Operations, TCS.** "With our deep contextual knowledge of our customers' business needs backed by our domain expertise and investments in new technologies and innovation, we are helping our customers stay ahead of the curve."*

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 453,000 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.

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

About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, primary research, and is widely respected for the quality, depth and insight of its analysis.

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