



TCS/PR/SE-161/2021-22

January 14, 2022

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G, Bandra Kurla
Complex, Bandra (East)
Mumbai - 400051
Symbol - TCS

BSE Limited
P. J. Towers,
Dalal Street,
Mumbai - 400001
Scrip Code No. 532540

Dear Sirs,

We are sending herewith copy of the Press Release titled “**TCS Positioned as a Leader in Advanced Analytics and Insights Services by Everest Group**” 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 'Pradeep Manohar Gaitonde', with a flourish at the end.

Pradeep Manohar Gaitonde
Company Secretary

TATA CONSULTANCY SERVICES

TATA Consultancy Services Limited

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TCS Positioned as a Leader in Advanced Analytics and Insights Services by Everest Group

Tata Consultancy Services' Strong Product Strategy, Domain Expertise and End-to-End Capabilities across the Analytics Value Chain, Cited as Key Strengths

NEW YORK | MUMBAI, January 14, 2022: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) has been recognized as a Leader, in the Everest Group PEAK Matrix® for Advanced Analytics and Insights (AA&I) Services¹.

According to the report, TCS has one of the strongest product strategies among its peers, and has worked extensively in creating a wide portfolio of offerings across horizontals and verticals. The report also highlights TCS' strong execution capabilities across the AA&I value chain; it takes an agile, cloud-based, AI, and automation-infused delivery approach through its set of solutions to contextualize solutions and engagement models to client's analytics maturity, industry-specific requirements, and investment appetite.

Key strengths cited in the report include its ability to bring relevant insights to the discussion table and customize its analytics frameworks to address different industry requirements.

"TCS is working with leading companies to navigate the next normal using a new generation of advanced analytics-based solutions. We are empowering our clients to develop new products and services and turn their ecosystem-wide data into value to provide superior customer experiences," said **Dinanath Kholkar, Global Head, Analytics and Insights, TCS.** *"Our leadership position in the report is a recognition of our strategy, deep industry knowledge, good delivery capabilities and customer-centricity."*

TCS helps customers build holistic strategies encompassing people, process, technology, and data to mature their data and analytics portfolio. TCS Datom™ is an advisory framework to develop the right data, analytics and AI strategy aligned to the customer's business goals. TCS Daezmo™ is a data and analytics estate modernization solution framework to modernize the data and analytics estate across decision operations covering EngineeringOps, DataOps and AIOps.

TCS launched a comprehensive portfolio of business service offerings in a Service-as-a-Product model based on the TCS Decision Fabric™ framework, to help customers solve specific business problems and deliver superior customer experience. These include:

- **TCS Workforce Analytics:** An AI-based unified system of engagement, insights and foresight for employees, managers and CXOs, designed to enhance productivity and workforce experience.
- **TCS Risk, Regulatory and Compliance solutions:** Provide a contextual end-to-end solution framework to navigate reputational, financial, and operational risks by leveraging ecosystem data and cutting-edge analytics.
- **TCS' PredictCX:** Part of TCS' digital customer analytics solution that comes with in-built product and service customizations to improve customer experience, enhance loyalty, and reduce churn rate.

TCS also offers industry-specific AI-driven offerings such as TCS Algo Retail™, TwinX™ - a digital twin simulator, Advanced Drug Delivery (ADD) platform, and Neural Manufacturing solutions to drive business transformation for customers across different industries.

"TCS emerged as a Leader in Everest Group's Advanced Analytics and Insights Services PEAK Matrix®"

¹ Advanced Analytics and Insights Services PEAK Matrix® Assessment 2022, Everest Group, Vishal Gupta, Arpit Mehra, Deepthi Mudunooru, Akash Tandon, December 2021

Assessment 2022 due to its agile delivery approach to contextualize its advanced analytics solutions and engagement models to align to the client's analytics maturity, business-specific requirements, and investment appetite," said Vishal Gupta, Vice President, Everest Group. "It has also actively invested in strengthening its product portfolio and AA&I offerings across various industries and functions over the years."

"Our robust strategy, capabilities, wide range of services, investments in innovation and intellectual property, and unique consulting-led approach make us the preferred partner to customers in the new Business 4.0™ world," said Dinanath Kholkar.

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 556,000 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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