



TCS/PR/SE-142/2020-21

December 17, 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 and London Marathon Events Expand Partnership to Improve Customer Experience through Data**” 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 and London Marathon Events Expand Partnership to Improve Customer Experience through Data**

*Tata Consultancy Services to Build a New Data Platform to Deliver Enhanced Personalised Experiences for All Participants, Spectators and Sponsors by Harnessing the Power of Data*

**LONDON | MUMBAI, December 17, 2020:** Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organisation, announced an expanded partnership with London Marathon Events Ltd. to create a new, unified data platform, which will enable personalised experiences for athletes, spectators, charities and sponsors.

London Marathon Events is the organiser of the Virgin Money London Marathon and many other events including Prudential Ride London, The Vitality London 10,000, Westminster Mile, Children with Cancer UK Swim Serpentine and The Vitality Big Half. Over the last 40 years, it has collected invaluable data on multiple events, athlete performances, running records and other special moments, which can be used to create unique experiences. However, this information is stored in multiple silos and access to it is very limited.

As part of the partnership, TCS will design and implement a new data lake, built on Microsoft Azure Cloud, to help London Marathon bring stories of the races and charitable achievements to life again. The data lake will unify all data silos, allowing London Marathon to democratise access to its data by making it searchable and enabling the delivery of valuable insights and analysis. The goal is to personalise campaigns across events and provide the management team with visualisation tools to take real-time decisions and to make it safer for people to participate. This will help drive more participation, create a safer environment and an enhanced runner experience.

*“Technology has a central role to play in the future of running, and partners like TCS are crucial in making our vision a reality for runners, in London and beyond,” said **Steven Foster, Director of Transformation, London Marathon Events Ltd.** “We were hugely impressed by TCS’ work on the official app for the 2020 Virgin Money London Marathon. We knew TCS was a natural partner for us due to the team’s extensive experience in creating forward-thinking data strategies for organisations like ours.”*

*“We have a proven track record of supporting the running community, whether that’s through our long-time sponsorship of marquee running events throughout the UK and Europe, our Guinness World Record-breaking Virgin Money London Marathon companion app, or our global #ThisRunUnitesUs campaign to keep our community moving throughout lockdown,” said **Carol Wilson, Head of Communications, Media and Information Services – UK and Europe, TCS.** “We are delighted to work with London Marathon Events to help them create bespoke experiences with personalised analytics for each individual stakeholder.”*

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### **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](http://www.tcs.com).

For TCS global news, follow [@TCS\\_News](https://twitter.com/TCS_News).

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