



TCS/PR/SE-109/2021-22

October 20, 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 Wins Two 2021 ITSMA Diamond Awards for Marketing Excellence**” 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

TCS Wins Two 2021 ITSMA Diamond Awards for Marketing Excellence

Tata Consultancy Service was Recognized for its Account-Based Marketing Programs and Orchestrating Executive Engagement

LEXINGTON, MA | MUMBAI, October 20, 2021: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, announced that it has won two diamond level awards at the 2021 ITSMA Marketing Excellence Awards in the categories – Embedding ABM Programs and Orchestrating Executive Engagement.

The 2021 ITSMA Marketing Excellence Awards recognize and honor marketing initiatives and campaigns that have delivered superior performance in the four most critical aspects of marketing success: customer-focus, innovation, execution, and business impact. The program focuses exclusively on marketing for B2B services and solutions, and highlights the most important dimensions of a strategic, collaborative approach to marketing.

TCS won the Embedding ABM Programs award for its ABM++ program that was initiated to create a scalable strategy for marketing and has shown impressive results within a year of its deployment. ABM++ leverages all the available digital channels and tools to personalize interventions at every step of the sales cycle, to boost sales in customer accounts. The program uses technology to gather customer insights, understand buying patterns, deploy digital campaigns, and measure results.

TCS won the Orchestrating Executive Engagement award for its innovative marketing initiatives during the pandemic. These include virtual social connects, mutually beneficial marketing strategies developed with key clients, and positioning clients as the hero and letting them tell the story of their transformation successes with TCS.

Rajashree R, CMO, TCS, said, *“We are delighted to receive two Diamond awards from ITSMA for our unique marketing initiatives. We are constantly innovating and transforming our approach to marketing to drive customer centricity and personalization by adoption of algorithmic and autonomous practices. Over the past year, we have accelerated and intensified our efforts to design marketing initiatives which further strengthen our brand and propel our sales force forward.”*

Dave Munn, President and CEO, ITSMA, said, *“The fact that TCS received two diamond awards is a testament to the strength of the TCS marketing organization. Both the Account-Based Marketing and Orchestrating Executive Engagement winning programs showcased how the teams were able to impact overall business strategy while paying close attention to detail. From understanding customer and market needs to creative innovation and disciplined execution, to measuring business results quantitatively and qualitatively, TCS’s marketing teams are clearly delivering excellence and driving strategic growth.”*

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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