



TCS/PR/SE-55/2021-22

July 21, 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 Renews Sponsorship of TCS New York City Marathon Through 2029**” 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 Renews Sponsorship of TCS New York City Marathon Through 2029

Tata Consultancy Services Plans to Invest \$30 - 40 million Annually in Global Running Sponsorships and Community Programs During 2022-29, to Transform Marathon Experiences through Technology

NEW YORK | MUMBAI, July 21, 2021: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting, and business solutions organization, announced that it has signed an eight-year contract with New York Road Runners (NYRR) to extend its title and technology sponsorship of the TCS New York City Marathon through 2029. TCS' sponsorship of global running events will also be highlighted in a new advertising campaign which debuts today.

TCS' extended partnership with NYRR follows its announcement earlier this month that it will become the new title sponsor of the London Marathon starting in 2022. Collectively, TCS plans to invest \$30 million to \$40 million annually in global running sponsorships and related community programming from 2022 to 2029.

*"We are delighted to extend our sponsorship of the TCS New York City Marathon, the foremost running event in the world," said **Surya Kant, Chairman, North America, TCS.** "We sponsor running events across the world because we want to inspire local communities to live healthy and active lifestyles, and also because of the obvious parallels between marathons and the growth and transformation journeys that we help our customers undertake. Running a marathon makes you feel that there's nothing you can't do. With each step, you're building on belief."*

As part of the sponsorship, TCS will launch a new version of its TCS New York City Marathon App that incorporates augmented reality (AR) features that became popular for virtual races during the pandemic. The new version will include features to support both in-person and virtual runners along with surprise-and-delight AR experiences. Fans and athletes will be able to access real-time runner tracking, digital cheer cards, and a finishing-time predictor.

The other pillar of TCS' sponsorship focuses on redoubling its efforts to encourage communities to adopt active, healthier lifestyles. TCS will donate \$4 million to NYRR's youth and community programs including *Rising New York Road Runners*, a free, nationwide NYRR program that incorporates physical education into the school day. TCS will also develop a marathon version of its award-winning goIT STEM education contest that will challenge students to develop an app concept that promotes active lifestyles and inclusivity. Lastly, TCS will host the Team TCS Teachers Program, which will select 50 teachers from across North America who demonstrate an ability for sharing their passion for running with students. Selected teachers will receive free race entries, a VIP race day experience, and marathon-themed lesson plans for students from TCS' STEM education program, [Ignite My Future in School](#).

The company's new advertising campaign titled *We Believe* is anchored in its marathon sponsorships, and complements TCS' new brand direction. Using marathon supporters and fans as the heroes of the story, the campaign is centered around a runner's journey and the team of individuals it takes to turn a belief into reality.

*"At NYRR, we are thrilled to extend our incredible partnership with TCS for the next eight years," said **Kerin Hempel, CEO, NYRR.** "Since 2014, TCS has helped us transform our runners' experience through technological advancements, while also providing tremendous support of our community programs across the five boroughs. TCS and NYRR have shared core values, commitment to service, and passion for innovation, and I can't wait to see what we co-create in our next chapter together."*

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 500,000 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).

About New York Road Runners (NYRR)

NYRR's mission is to help and inspire people through running. Since 1958, New York Road Runners has grown from a local running club to the world's premier community running organization. NYRR's commitment to New York City's five boroughs features races, virtual races, community events, free youth running initiatives and school programs, the NYRR RUNCENTER featuring the New Balance Run Hub, and training resources that provide hundreds of thousands of people each year with the motivation, know-how, and opportunity to Run for Life. NYRR's premier event, and the largest marathon in the world, is the TCS New York City Marathon. Held annually on the first Sunday in November, the race features a wide population of runners, from the world's top professional athletes to a vast range of competitive, recreational, and charity runners. To learn more, visit www.nyrr.org.

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