



TCS/PR/SE-35/2021-22

June 23, 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 Five Eventex Awards for Innovative Marketing Campaigns**” 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', written over a horizontal line.

Rajendra Moholkar
Company Secretary

TATA CONSULTANCY SERVICES

TATA Consultancy Services Limited

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Corporate identification No. (CIN): L22210MH1995PLC084781

TCS Wins Five Eventex Awards for Innovative Marketing Campaigns

Tata Consultancy Services Receives Three Gold Awards for #ThisRun and Virgin Money London Marathon Event App, and two Bronze Awards for Excellence across Marketing and Customer Engagement

BARCELONA | MUMBAI, June 23, 2021: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has won three gold Eventex Awards for its #ThisRun campaign and the Virgin Money London Marathon Event App, as well as two bronze awards for excellence across marketing and customer engagement.

#ThisRun received the gold award in both the People's Choice Marketing Campaign and Technology Marketing Campaign categories as well as a Bronze in the Grand Prix marketing campaign category. #ThisRun is part of TCS' drive to deliver innovative solutions that promote better health and inclusion. Launched in 2020, it is a worldwide campaign that brings runners together for better health and empowers them with technology innovation. Through inspirational stories, tools and tips, #ThisRun imaginatively captures the power of sport to unite people, help them grow and push boundaries in order to challenge the status quo.

TCS developed the Virgin Money London Marathon Event App to allow participants and spectators to get the fullest London Marathon experience. In 2020, TCS updated the app to support participants in the first virtual London Marathon during the pandemic, which included a digital certificate and medal, and the chance for runners to share an official finish line selfie. This year's hybrid London Marathon event in October will see TCS further enhance and personalize the app experience. Over the last year, new technology innovations introduced by TCS have helped to reimagine many of the world's top marathons as virtual events, and enabled runners across the world to participate.

"During a year that saw physical marathons cancelled, all activities under #ThisRun and our support of virtual marathons across the globe have contributed to the health and wellbeing of the community," said **Sapthagiri Chapalapalli, Head, TCS Europe**. *"We are delighted to win these awards that recognize TCS' endeavor to develop digital solutions that motivate, unite and connect runners."*

TCS was also recognized for its excellence across customer engagement with a bronze in the Customer Engagement Event category for its flagship customer event TCS Summit Europe 2019. Over the years the TCS Summit has transformed itself into the premier event for senior leaders in Europe. In 2019, it celebrated 14 years of enabling debate of the issues of highest concern to European businesses and political circles. Over 100 of the region's foremost business, sports, community and political leaders have addressed its previous editions, including eight heads of government from across the region.

"Huge congratulations to TCS! Every accolade is based entirely on merit and acknowledges the company's fantastic creativity, flexibility, and drive for innovation," said **Ovanes Ovanessian, Co-founder, Eventex Awards**.

The Eventex Awards 2021 received a record-breaking 561 entries from 37 countries. Founded in 2009 to celebrate creativity, innovation and effectiveness in the industry, today Eventex Awards is one of the most esteemed accolades in the world of events and experiential marketing. Every year the competition highlights the best agencies, events, and technology from the world of events. More information: <https://eventex.co>.

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About Tata Consultancy Services

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 488,000 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).

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