



TCS/PR/SE-172/2021-22

January 26, 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 Rises to Become Second Most Valuable IT Services Brand Worldwide**” 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 horizontal line underneath.

**Pradeep Manohar Gaitonde  
Company Secretary**

**TATA CONSULTANCY SERVICES**

**TATA Consultancy Services Limited**

9th Floor Nirmal Building Nariman Point Mumbai 400 021

Tel. 91 22 6778 9595 Fax 91 22 6778 9660 e-mail corporate.office@tcs.com website www.tcs.com

Registered Office 9<sup>th</sup> Floor Nirmal Building Nariman Point Mumbai 400 021.

Corporate identification No. (CIN): L22210MH1995PLC084781

## TCS Rises to Become Second Most Valuable IT Services Brand Worldwide

- *Tata Consultancy Services' Brand Value Grew by \$1.8 Billion Over the Prior Year; Moves into Top Two IT Services Brands in the Brand Finance 2022 Rankings*
- *TCS' Customer Equity, Strong Financials, and Investments in the Brand Contribute to this Rise in Brand Value*

**MUMBAI, January 26, 2022:** Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) has become the second most valuable brand in the IT services sector globally, according to Brand Finance, the world's leading brand valuation firm.

According to the Brand Finance 2022 Global 500 IT Services Ranking report, TCS grew its brand value by \$1.844 billion (12.5%) to \$16.786 billion over the last 12 months. This growth is attributed to the company's investments in its brand and its employees, customer equity and strong financial performance.

TCS has made consistent, long-term efforts over the past decade to increase its brand value, including investing in major brand sponsorships. In 2021 alone it added the TCS London Marathon and the TCS Toronto Waterfront Marathon to its roster of 11 running sponsorships, announced its partnership for the Jaguar TCS racing team in Formula-E motorsports, and forayed into golf by partnering with the Dutch Open.

The company has also made significant investments in its brand by developing its Building on Belief brand positioning to articulate its mission and relationship with customers as it embarks on its next decade of transformation-led growth. Its employer brand and reputation for employee care also contributed to its enhanced ranking.

TCS' sustained investments in building deep capabilities on new technologies, research and innovation, intellectual property, and customer-specific contextual knowledge have made it the preferred growth and transformation partner to leading corporations across the world. Strong revenue growth in 2021 saw TCS cross an important milestone, hitting \$25 billion in revenue for the first time, with an industry-leading operating profit margin of over 25%.

**David Haigh, Chief Executive Officer and Chairman, Brand Finance,** said: *"TCS continues to rise up the IT services rankings to become the second most valuable brand in the sector for the first time. This great achievement is the result of strong financial growth, strong and continued investments in a new global brand positioning last year, further investment in sponsorship platforms such as TCS London Marathon, TCS Waterfront Marathon in Canada, but also new sports such as golf and a move into Formula-E with the Jaguar TCS Racing Team. I also see TCS' focused commitment to serving the needs of its employees, customers, and communities, which always – in the long run – drives brand performance. Congratulations to TCS!"*

*"We are delighted and proud to be named among the top two in the Brand Finance 2022 Global 500 IT Services Ranking report. The ranking is a landmark milestone for us and a validation of our increased market relevance and focus on innovation and transformation of our clients, their customers, and the larger community. This recognition is also a testimony to our employees, who are our true brand custodians, and the belief with which they have rallied for us over the years,"* said **Rajashree R, CMO, TCS.** *"2021 was a historic year for Brand TCS as we launched our new brand positioning — Building on belief which captures our aspirations and convictions. With our differentiated 'customer focused' strategy, superior execution, investments in building newer capabilities and sustained focus on research and innovation over the last decade, we are indeed well positioned to capitalize on the multi-year technology transformation opportunities that lie ahead."*

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

**TCS media contacts:**

Asia Pacific	Email: <a href="mailto:wenjian.lin@tcs.com">wenjian.lin@tcs.com</a>   Phone: +65 9695 9948
Australia and New Zealand	Email: <a href="mailto:kelly.ryan@tcs.com">kelly.ryan@tcs.com</a>   Phone: +61 422 989 682
Canada	Email: <a href="mailto:tiffany.fisher@tcs.com">tiffany.fisher@tcs.com</a>   Phone: +1 416 456 7650
Europe	Email: <a href="mailto:joost.galema@tcs.com">joost.galema@tcs.com</a>   Phone: +31 615 903387
India	Email: <a href="mailto:saxena.kritika@tcs.com">saxena.kritika@tcs.com</a>   Phone: +91 22 6778 9999 Email: <a href="mailto:vanshika.sood@tcs.com">vanshika.sood@tcs.com</a>   Phone: +91 22 67789098
Middle East & Africa	Email: <a href="mailto:s.hasneen@tcs.com">s.hasneen@tcs.com</a>   Phone: +971567471988
Japan	Email: <a href="mailto:douglas.foote@tcs.com">douglas.foote@tcs.com</a>   Phone: +81 80-2115-0989
Latin America	Email: <a href="mailto:martin.karich@tcs.com">martin.karich@tcs.com</a>   Phone: +569 6170 9013
UK	Email: <a href="mailto:peter.devery@tcs.com">peter.devery@tcs.com</a>   Phone: +44 20 3155 2421
USA	Email: <a href="mailto:william.thomas@tcs.com">william.thomas@tcs.com</a>   Phone: +1 203-984-3978

###