



TCS/PR/SE-205/2021-22

March 28, 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 Interactive Named a Leader and Star Performer in Digital Interactive Experience Services by Everest Group**” 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 flourish at the end.

**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 9th Floor Nirmal Building Nariman Point Mumbai 400 021.

Corporate identification No. (CIN): L22210MH1995PLC084781

TCS Interactive Named a Leader and Star Performer in Digital Interactive Experience Services by Everest Group

Tata Consultancy Services Helps Enterprises Drive Innovative and Immersive Digital Experiences

NEW YORK | MUMBAI, March 28, 2022: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) has been positioned as a Leader in the Everest Group PEAK Matrix® for Digital Interactive Experience (IX) Services¹. In addition, TCS was named a Star Performer for having top quartile year-on-year improvement in its scores.

“TCS helps enterprises leverage next-generation technologies to design immersive, accessible and differentiated digital experiences,” said Krishnan Ramanujam, Business Group Head, Business and Technology Services, TCS. “This recognition reflects our vision and strategy, investments in innovation, Experience First Engagement approach, and comprehensive portfolio of services and solutions.”

Enterprises are partnering with TCS Interactive to drive their digital experience, design, and transformation strategy including innovation portfolios, product concepts, product and experience design, design for delivery, and product engineering and service deployment.

TCS has invested in setting up state-of-the-art co-innovation centers including five TCS Pace Ports™ across the world, design studios, design research and innovation labs and distributed Agile engineering centers to transform digital experiences. Leveraging these capabilities, TCS helps clients envision, design, build, deploy, and manage digital customer experiences.

TCS Interactive’s digital experience consulting services include customer strategy, experience design, marketing, commerce services, analytics, product development, and technology services. These services cover critical areas such as business model design, branding/rebranding strategies, product and service designs, content studios and experiential learning, omnichannel CX, predictive customer analytics, and CX assurance services.

TCS’ consulting-led approach and contextual knowledge helps clients identify business needs and orchestrate the appropriate set of services to deliver its digital experience, marketing, and commerce objectives.

TCS design studios offer design, content, marketing, and technology services, leveraging AI/ML, automation, immersive capabilities (AR/VR) and CX frameworks. Other offerings include:

- **CX Design™ Framework** – To orchestrate collaboration between all stakeholders and a customer-centric design innovation model to reimagine customer engagement strategies and build long-term partnerships.
- **MarTech 4.0** – An end-to-end marketing and customer experience assessment offering and framework.
- **TCS Optunique™** - An AI-powered enterprise personalization platform that autonomously creates enriched customer feature dictionaries that facilitate better decisioning.
- **TCS TwinX™** - An AI-powered enterprise digital twin platform for risk-free business simulations.

About Tata Consultancy Services (TCS)

¹ Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022, Nitish Mittal, Everest Group, February 28, 2022

For immediate use **Press Release**

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

TCS media contacts:

Asia Pacific	Email: wenjian.lin@tcs.com Phone: +65 9695 9948
Australia and New Zealand	Email: kelly.ryan@tcs.com Phone: +61 422 989 682
Canada	Email: tia.thomas@tcs.com Phone: +1 647 790 7602
Europe	Email: joost.galema@tcs.com Phone: +31 615 903387
India	Email: saxena.kritika@tcs.com Phone: +91 22 6778 9999 Email: vanshika.sood@tcs.com Phone: +91 22 67789098
Middle East & Africa	Email: s.hasneen@tcs.com Phone: +971567471988
Japan	Email: douglas.foote@tcs.com Phone: +81 80-2115-0989
Latin America	Email: alma.leal@tcs.com Phone: +521 55 2095 6098
UK	Email: peter.devery@tcs.com Phone: +44 20 3155 2421
USA	Email: james.sciales@tcs.com Phone: +1 917 981 7651

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