TCS/PR/SE-115/2021-22

October 28, 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 Named a Large Player in Now Tech Reports for Worldwide and Asia Pacific Digital Experience Services**" which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,
For **Tata Consultancy Services Limited**

Rajendra Moholkar
Company Secretary

TATA CONSULTANCY SERVICES

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TCS Named a Large Player in Now Tech Reports for Worldwide and Asia Pacific Digital Experience Services

Tata Consultancy Services Leverages its Investments in TCS Pace Ports™, Design Studios, Design Innovation Labs, and Distributed Agile Engineering Centers to Help Customers Transform Digital Experiences

NEW YORK | SINGAPORE, October 28, 2021: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has been named a large player in two reports, Forrester Now Tech: Global Digital Experience Services, Q4 2021 and Now Tech: Digital Experience Services in Asia Pacific, Q4 2021[1].

The global report provides an overview of 37 digital experience service providers. It states that, "The largest providers in the market offer services from the breadth of marketing, commerce, and experience services to the depths of technology capacity and adjacent — all in the name of helping you (enterprises) provide a world-class customer experience across all touchpoints."

The report cites that TCS' most significant geographic presence by revenue is across North America, Europe, Middle East and Africa, APAC, and Latin America and that its vertical market focus is in the industries of banking, media and entertainment, and retail.

According to the APAC report, TCS' most significant geographic presence within Asia Pacific by revenue is in Australia, Singapore, and Malaysia, and its vertical market focus in APAC is in banking, retail, and travel and hospitality.

"*Defining and delivering a differentiated digital experience for our clients requires a unique blend of creativity and execution. TCS' focus on purpose helps cut through the noise and ensures that we create digital marketing, commerce, and customer experiences that meet and exceed our clients' high expectations. TCS delivers on these high expectations across evolving business models and increased demand for hyper-personalization, innovative service management, new digital marketplaces, and trust-oriented ecosystems – all while delivering business value*," said **Dave Jordan, Global Head, Consulting and Service Integration, TCS**.

Enterprises are partnering with TCS 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' 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.

[1] Now Tech: Global Digital Experience Services, Q4 2021 and Now Tech: Digital Experience Services in Asia Pacific, Q4 2021, Ted Schadler and Frederic Giron, Forrester Research, October 21, 2021

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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