



TCS/PR/SE-38/2021-22

June 29, 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 Ranked #1 for Overall Innovation in Telecom, Media & Technology Services by HFS Research**” 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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Corporate identification No. (CIN): L22210MH1995PLC084781

## TCS Ranked #1 for Overall Innovation in Telecom, Media & Technology Services by HFS Research

*Tata Consultancy Services Ranked #1 in Vision and Value Proposition, and Platforms and Tools, Resulting in an Overall #2 Position*

**LONDON | MUMBAI, June 29, 2021:** Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has been ranked number 1 in Innovation and overall number 2 in an assessment of 13 leading service providers in the HFS Top 10 for Telecom, Media and Technology (TMT) Services<sup>1</sup>.

*“TCS is helping customers in the TMT sector realize their growth and transformation aspirations, leveraging its investments in research and innovation, intellectual property, contextual knowledge, and expertise in next-gen technologies to develop differentiated solutions. The combinatorial power of TCS TwinX™ and TCS HOBS™, empowers TMT companies to rapidly experiment, simulate and launch new products and services, and enhance the customer experience across the lifecycle,”* according to **Kamal Bhadada, Business Group Head, Communications, Media and Information Services, TCS**. *“This recognition is a true testament to our investments in innovation, our execution capabilities, and our customer-centricity that help us drive purpose-led digital transformations for customers.”*

With over two decades of consulting and technology experience with TMT companies, TCS provides consulting services and domain solutions, powered by strategic investments in products and platforms and its Co-innovation Network. TCS is enabling TMT companies to transform customer experience and drive growth by building a digital core through technologies such as cloud, IoT, data, agile and AI; creating innovative business models driven by innovation and integration of best practices across industries; and by adopting ecosystems as an operating model to transform and grow. Two key platforms at the core of the business transformation journey for TMT companies are:

**TCS TwinX:** Creates a digital twin of the enterprise’s entire value chain ie customers, products, processes, partners and resources along with their interrelationships. Once modelled as twins, TwinX enables enterprises to simulate behaviour in response to decisions. The solution offers significant empowerment to business decision-makers to experiment and evaluate their decisions in a risk averse manner by testing multiple hypothesis through digital twin simulations before zeroing in on the right one. TCS TwinX can simulate hypothesis in several strategic areas such as new product launches, media mix and campaign design, customer lifetime value maximization, value chain optimization, business growth and transformation, fraud control and management, and risk analysis and mitigation.

**TCS HOBS:** A next-generation digital business ecosystem platform that helps TMT companies address the complexity of managing, orchestrating, and monetizing multi-partner offerings across multiple channels. With subscription management as a core capability, the platform also provides offerings around data monetization and device management. TCS HOBS delivers as-a-service subscription models with ecosystem orchestration and complex multi-partner product bundling capabilities.

**Don Ryan, Senior Vice President, Research and Consulting, HFS Research,** said, *“TCS is changing in-step with the TMT ecosystem. For HFS, its clarity of vision and approach – and increasingly advisory-led engagements – compliments its long-standing industry expertise in TMT – but also in each sub-sector. TCS*

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<sup>1</sup> HFS TMT (Telecom, Media, and Technology) Service Providers Top 10 2021, Don Ryan, Josh Matthews, Mayank Madhur, HFS Research, April 2021

*leads on innovation in the TMT services market – with standout use of digital twins, business-capability COEs, and developing TMT innovation into broader industry-specific solutions elsewhere.”*

### 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 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](http://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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