



TCS/PR/SE-116/2020-21

October 29, 2020

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 Launches #ThisRun, a Unique Global Community for Runners**” 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

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 Launches #ThisRun, a Unique Global Community for Runners

- *Tata Consultancy Services' Global Community Unites Runners, Boosting Health and Bringing Technology Innovation to Running*
- *Digital Technology from TCS has Empowered Leading Marathons in the U.S., Europe and Asia to Transform into Experiential Virtual Runs*

MUMBAI, October 29, 2020: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, announced the launch of #ThisRun, a new worldwide community for runners, reinforcing its long-standing commitment to global marathon and running partnership platforms.

The new community 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.

This 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. These include the TCS New York City Marathon, TCS Amsterdam Marathon, the London, Chicago and Boston marathons, as well as the world's largest cross-country race, the TCS Lidingöloppet.

To enhance the experience and recreate real life running events, TCS has introduced several novel features in its race apps, such as smart medals, soundtracks to give runners the experience of running through cheering crowds, unique AR and VR elements, and virtual maps to show where they are on a city course – regardless of their location elsewhere in the world. Additionally, AI-powered real-time digital coaching and the ability to store medals and achievements in a digital portfolio, make participation in these events more memorable.

These innovations have sparked widespread interest among runners. Over 43,000 runners from 109 countries participated virtually in the 2020 London Marathon, which emulated the experience of joining elite runners on the streets of London via a race app developed by TCS. Likewise, the Boston Marathon had 18,000 runners from across 97 countries running from afar, essentially 'bringing Boston to the world.'

"We are delighted that TCS shares our passion for the benefits to society that marathon running provides. The transformational change running brings into people's lives, the sense of global community spirit it engenders and the potential for leadership in many areas including sustainability and technology, are phenomenal," explained **Hugh Brasher, Event Director, Virgin Money London Marathon**. *"Thanks to our partnership with TCS, and the race app they created,*

we were able to connect runners across the world and host a world-class virtual running experience.”

Rajashree R, Chief Marketing Officer, TCS, said, *“ThisRun cements our long standing commitment to running, and bringing the best of technology to unify the running community with shared experiences. This unique global community explores the motivations and emotions of runners, and celebrates the running experience. It pays tribute to the people who push their bodies and minds to achieve so many things beyond running, and the innovative role TCS technology plays in enhancing the marathon experience.”*

TCS’ award-winning partnership with 12 of the world’s top running events has resulted in its interactive race apps being downloaded more than 1.42 million times in 2019. These apps have won several awards, including the ‘Best Sports Mobile Application’ at the Mobile Excellence Awards, the ‘MediaPost Appy Award’ and Gold for ‘App of the Year’ at the Best in Biz Awards.

View the *ThisRun* launch video [here](#).

About Tata Consultancy Services Ltd (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 453,000 of the world’s best-trained consultants in 46 countries. The company generated consolidated revenues of US \$22 billion in the fiscal year ended March 31, 2020, 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 Dow Jones Sustainability Index (DJSI), MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit us at www.tcs.com.

For TCS global news, follow [@TCS_News](#).

TCS media contacts:

Asia Pacific	Email: charlene.lee@tcs.com Phone: +65 9138 4370
Australia and New Zealand	Email: kelly.ryan@tcs.com Phone: +61 422 989 682
Benelux	Email: joost.galema@tcs.com Phone: +31 615 903387

For immediate use **PRESS RELEASE**

Canada	Email: tia.thomas@tcs.com Phone: +1 647 790 7602
Europe	Email: mattias.afgeijerstam@tcs.com Phone: +46 723 989 188
India	Email: arushie.sinha@tcs.com Phone: +91 22 6778 9960
Middle East & Africa	Email: s.hasneen@tcs.com Phone: +00971567471988
Japan	Email: douglas.foote@tcs.com Phone: +81 80-2115-0989
Latin America	Email: martin.karich@tcs.com Phone: +569 6170 9013
Nordics	Email: roland.bagen@tcs.com Phone: +46 70 317 80 24
UK	Email: peter.devery@tcs.com Phone: +44 20 3155 2421
USA	Email: william.thomas@tcs.com Phone: +1 203-984-3978

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