TCS/PR/SE-199/2020-21

March 30, 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 Embarks on a New Brand Direction to Power its Next Horizon of Transformation-led Growth"** 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 Embarks on a New Brand Direction to Power its Next Horizon of Transformation-led Growth

Tata Consultancy Services' New Brand Statement, 'Building on Belief', Puts its Vast Experience in Purpose-Led Transformation at the Core of its Brand Story

NEW YORK | MUMBAI, March 30, 2021: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, today unveiled a new brand statement, 'Building on Belief', to articulate its mission and relationship with customers as it embarks on its next decade of transformation-led growth.

The new brand vision encapsulates the active and collaborative role that TCS plays in partnering with customers over the long term, leveraging its contextual knowledge, investments in research and innovation, and technology expertise to help them grow, and achieve their purpose-led transformation goals. It also reflects TCS' own belief that it, along with its customers, can harness collective knowledge to innovate in ways that result in better futures for individuals, communities and the planet.

"Every innovation and every transformational journey begins with the belief that it will make the world better," said ***Rajesh Gopinathan, MD & CEO, TCS.*** *"We are partnering with our customers in realizing that belief as well as their purpose. It is who we are as an organization and reflects our bold ambition as we embark on our next decade of growth."*

`Building on Belief' represents a brand promise based on the core strengths that TCS has come to be known for. They include: a long term approach based on shared purpose that benefits clients through the breadth of reach and ubiquity of involvement; innovation and the responsible, sustainable and strategic view it provides; and the ability to harness collective knowledge to create technology-led solutions for transformative, measurable impact.

"For decades, we have worked with our customers with a shared purpose- leveraging the power of innovation, knowledge and technology to transform businesses," said **Rajashree R, CMO, TCS**. *"Our new brand articulation and purpose statement pave the way to engage with our customers as their growth and transformation partners and bring together our contextual knowledge and expertise to help them master their journey. We are excited to take this new articulation of our brand to our clients, associates and all other stakeholders."*

TCS has been ranked by Brand Finance among the top 3 IT services brands in the world, and as the fastest growing brand in the industry by brand value over the last decade (2010-2020). In January, a report by Brand Finance estimated that TCS' brand value grew by $1.4Bn in 2020, on an annual basis; the highest growth in IT services. Further, TCS is recognized as a Superbrand in the US, as well as in the UK, for its brand reputation.

Details of TCS' new brand articulation and purpose can be found here:
https://www.tcs.com/buildingonbelief . **#Buildingonbelief**

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 the last 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 469,000 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.

To stay up-to-date on TCS global news, follow @TCS_News.

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