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November 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 Helps AGL Embrace New AI-powered Operating Model to Transform Customer Experience**" which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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



Pradeep Manohar Gaitonde
Company Secretary

TCS Helps AGL Embrace New AI-powered Operating Model to Transform Customer Experience

Tata Consultancy Services' Solution Helped the Utility Major Improve Service Quality and Net Promoter Score, and Win the IDC Future of Intelligence Award

SYDNEY | MUMBAI, November 30, 2021: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has helped AGL, one of the largest integrated multiproduct energy retailers in Australia, transform the customer experience for its consumers.

With more than 4.2 million gas, electricity and telecommunications services provided to customers across Australia, AGL teamed up with TCS, its strategic partner for more than a decade, to enhance its customer experience in a hyper-competitive retail market. To provide a smoother, more intuitive, and personalized experience across all touch points throughout the customer journey, TCS helped AGL transform its end-to-end retail business operations, across the front office, back office, and IT infrastructure.

At the center of this transformation is a digitally-powered data-driven integrated operating model that leverages TCS Cognix™, an AI-driven human-machine collaboration suite, that uses machine learning algorithms, advanced analytics, natural language processing, and automation technologies.

This transformation is helping the utility provider harness hidden insights from the large amount of customer data—over 45 million annual digital interactions, 50 million daily smart meter reads and 800,000 data points per second across physical assets—that AGL has at its disposal. TCS helped the utility provider create a sophisticated analytics solution that takes in information from multiple data sources and provides actionable insights. For instance, AGL can now more quickly and easily identify instances where customers are not receiving services to its high standards and address the issues at speed.

The new analytics solution has helped AGL improve its service quality levels and enhance its net promoter score.

Glenn Waterson, General Manager, Customer Market Operations, AGL, said: *"We're continuing to embrace innovation to evolve as an organization, drive transformation in the industry and respond to customer demand. We want to help our customers manage their essential services and energy use, ensuring they experience simple, digital-led services across all of our products. TCS' expertise and cognitive solutions have made it a key strategic partner in our journey.*

Ashok Pai, Global Head, Cognitive Business Operations, TCS, said: "*We are honored to partner with AGL to help realize its vision to provide ever superior experience for customers. Together, we have built future-ready cognitive operations while setting a new gold standard for the modern customer experience. This showcases how an AI-powered and insight-driven approach can help companies reimagine experience and better address customer needs*."

This transformational project recently earned AGL the 2021 IDC Future Enterprise Award in the Best in Future of Intelligence category for synthesizing information from raw data, learning from these insights and leveraging them at scale across the entire enterprise. The award program recognizes companies for "their discernible and measurable excellence in their digital transformation efforts and significant efforts to transform or disrupt the market."

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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