



TCS/PR/SE/01/2025-26

April 1, 2025

**National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (East)
Mumbai - 400051
Symbol - TCS**

**BSE Limited
P. J. Towers,
Dalal Street,
Mumbai - 400001
Scrip Code No. - 532540**

Dear Sirs,

Sub: Press Release

We are sending herewith copy of the Press Release titled “**TCS appointed as the Official AI & Technology Partner for the Schneider Electric Marathon de Paris in France**” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

**Yashaswin Sheth
Company Secretary**

Encl: As above

TATA CONSULTANCY SERVICES

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TCS appointed as the Official AI & Technology Partner for the Schneider Electric Marathon de Paris in France

Leveraging its PacePort™ in Paris, TCS will seek to bring new innovation in AI to improve both athlete performance and spectator experience at one of the world's largest and most iconic marathons

MUMBAI | PARIS, April 1, 2025 – [Tata Consultancy Services](#) (TCS), a global leader in IT services, consulting, and business solutions, has been named the Official AI & Technology Partner of the Schneider Electric Marathon de Paris. This three-year partnership will leverage TCS' expertise in artificial intelligence, data analytics, and digital innovation to enhance the race experience, making it more personalized, interactive, and accessible for runners and spectators alike.

The Schneider Electric Marathon de Paris is the latest addition to a deep portfolio of global running events sponsored by TCS, including five World Marathon Major races in New York, London, Chicago, Boston, and Sydney, alongside marathons in Amsterdam, Mumbai, Singapore and Toronto. In total, TCS now partners with 14 global running events with participation from over 600,000 runners. These partnerships highlight TCS' dedication to revolutionizing endurance sports through technology and creating meaningful societal impact beyond the finish line. In 2024 alone, TCS-supported races raised nearly \$280 million for various charities.

Yann Le Moenner, CEO of Amaury Sport Organisation (A.S.O.) said, *"We are delighted to welcome TCS to the Schneider Electric Paris Marathon family of partners. Thanks to its expertise in new technologies and artificial intelligence, TCS will continue to grow the event, strengthen the engagement of all audiences, and enrich the digital experience. Together, we aim to offer an ever more immersive and connected experience, serving both runners and spectators."*

The Schneider Electric Marathon de Paris, attracts over 55,000 participants from over 145 nationalities, highlighting its global appeal. As part of its vision to integrate AI and cutting-edge technology into sports, the marathon is partnering with TCS to supercharge the experience of athletes and spectators. From predictive analytics for race strategy to personalized training insights, TCS will leverage AI, data analytics, and digital twin technology to optimize logistics, improve performance tracking, and contribute to sustainability.

TCS has consistently proven itself as a trusted partner for global corporations, delivering advanced technology solutions that address complex challenges. Its dedication to integrating technology and sports to benefit the community has earned it global recognition. Notably, TCS has become the second global IT services brand to surpass the \$20 billion mark, with a brand valuation of \$21.3 billion, according to the Brand Finance IT Services 2025 rankings.

Abhinav Kumar, Chief Marketing Officer of TCS, said, *"Our partnership with the Schneider Electric Marathon de Paris aligns with TCS' commitment of being a trusted transformation partner for our clients, communities, and the ecosystems in which we live and work. This engagement reflects our commitment to using technology towards empowering athletes, optimizing race experiences, and transforming the future of sports. By integrating advanced analytics, AI, digital twin technologies across various aspects of the marathon experience, we not only aim to enhance performance and well-being, but also shaping a more connected and intelligent sporting ecosystem at one of the world's most iconic race."*

This partnership will also benefit from TCS Pace Port™ Paris, a part of TCS' expanding global network of innovation hubs spread across 12 key cities around the globe. The initial priorities for exploration will include AI-powered immersive race experiences, personalized AI trainers, and well-being strategies, performance insights and enhanced motivation and engagement tools.

Rammohan Gourneni, Managing Director of TCS France, said, “For the past 30 years, TCS has played a pivotal role in France as a technology provider. We are proud to continue our commitment to the community with this new partnership for the Schneider Electric Marathon de Paris. I look forward to engaging our clients and partners in this race as we harness our technology expertise and passion for AI and innovation to create an unforgettable marathon experience.”

TCS' growing reputation as a brand and its strong client relationships are well established in France, where it has been operating since 1992. Currently, TCS supports over 80 major French companies in accelerating their innovation journeys, including 18 CAC40 companies such as Air France, Alcatel-Lucent, BNP Paribas, Engie, Sodexo, Société Générale, and Total Energies. In recent years, TCS has made significant investments in France by opening four delivery centers across the country in Paris-Suresnes, Lille, Poitiers, and Toulouse. These sustainable investments underline TCS' ongoing commitment to France and its dedication to supporting key players in the French economy by providing local assistance and access to its global expertise. TCS ranked first in customer satisfaction for the sixth consecutive year in France, according to the Whitelane Research 2024 IT Sourcing Study. Additionally, it has been recognized as a Top Employer in Europe and France by the Top Employers Institute.

About Amaury Sport Organisation

Amaury Sport Organisation is a company that owns, designs and organises top international sporting events. Specialised in the 'non-stadia' events, it has in-house knowledge of professions linked to organisation, media and sales of sports events. A.S.O. organises 300 days of competition per year, with more than 100 events in 37 countries. A.S.O. is involved in 5 major sports including cycling with the Tour de France, motor sports with the Dakar, mass events with the Schneider Electric Marathon de Paris, golf with the Lacoste Ladies Open de France and sailing with production and distribution of images for prestigious races. Amaury Sport Organisation is a subsidiary of the Amaury Group, media and sport group that owns the newspaper L'Equipe.

About Tata Consultancy Services (TCS)

Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) is a digital transformation and technology partner of choice for industry-leading organizations worldwide. Since its inception in 1968, TCS has upheld the highest standards of innovation, engineering excellence and customer service.

Rooted in the heritage of the Tata Group, TCS is focused on creating long term value for its clients, its investors, its employees, and the community at large. With a highly skilled workforce of over 607,000 consultants in 55 countries and 180 service delivery centres across the world, the company has been recognized as a top employer in six continents. With the ability to rapidly apply and scale new technologies, the company has built long term partnerships with its clients – helping them emerge as perpetually adaptive enterprises. Many of these relationships have endured into decades and navigated every technology cycle, from mainframes in the 1970s to Artificial Intelligence today.

TCS sponsors 14 of the world's most prestigious marathons and endurance events, including the TCS New York City Marathon, TCS London Marathon and TCS Sydney Marathon with a focus on promoting health, sustainability, and community empowerment. TCS generated consolidated revenues of US \$29 billion in the fiscal year ended March 31, 2024. For more information, visit www.tcs.com

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