



TCS/PR/SE/12/2025-26

May 15, 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 Recognized as One of the World’s Top 50 Brands by Kantar BrandZ; Brand Value Soars 28% YoY to \$57.3Bn**” 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 Recognized as One of the World's Top 50 Brands by Kantar BrandZ; Brand Value Soars 28% YoY to \$57.3Bn

TCS' global brand awareness, favorability and equity has strengthened significantly at the back of sustained marketing and communications initiatives

Independent brand audit by Momentum-ITSMA finds 95% of business executives worldwide demonstrated aided awareness of the TCS brand, up threefold from 29% in 2010

NEW YORK | MUMBAI, INDIA, MAY 15, 2025: [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS), a global leader in IT services, consulting, and business solutions, has been ranked among the 100 most valuable brands worldwide in the Kantar BrandZ Most Valuable Global Brands 2025 Report. In a special 20th edition ceremony held in New York by Kantar, TCS was accorded a brand value of \$57.3 billion with an accelerated 28% year-on-year growth.

TCS now ranks #45 globally, in a list that includes the world's most prominent brands across industry sectors. This year's growth marks a sharp acceleration in brand equity, favourability and awareness. In a separate independent brand audit carried out by Momentum-ITSMA, TCS demonstrated 95% aided brand awareness with business executives across 26 countries worldwide, up exponentially from 29% which the same audit polled in 2010. This growth in brand value and equity highlights TCS' sustained brand building efforts, including high-impact global sports partnerships, customer-centric innovation, and consistent marketing excellence.

Martin Guerrieria, Head of Kantar BrandZ, said, *"By drawing on the depth of BrandZ's database over the last quarter of a century, our insights show that with the right level of investment and strategic focus, brands have huge potential to drive growth for their owners. TCS' performance this year demonstrates its ability to innovate at scale with AI capabilities now running through its portfolios. TCS' strategic sponsorship programmes continue to build a strong global presence and community around its brand."*

TCS' rise in brand value is rooted in its long-term commitment to humanizing technology through experiences that inspire, innovations that transform, and relationships that go the distance. At the centre of this momentum is TCS' sponsorship of 14 global running events, including five of the seven Abbott World Marathon Majors such as the TCS New York City Marathon, TCS London Marathon, and TCS Sydney Marathon. These events engage over 600,000 runners annually and contributed \$2.25 billion to local economies in 2024, raising \$279 million for charitable causes. The TCS brand also demonstrated a 30-point uplift in brand familiarity and 40-point uplift in brand consideration, the highest improvement amongst all the key sponsors of the sport.

Abhinav Kumar, Chief Marketing Officer, TCS, said, *"For 20 years Kantar BrandZ has recognized the world's most valuable brands. We congratulate them on this special anniversary edition of their brand excellence platform. Alongside the brand leadership we have in our industry, we are very pleased to see this recognition of the TCS brand amongst the world's most iconic brands across industries. This growth in brand value, awareness and equity has been built on a range of high-impact long term marketing and communications programmes. Building a brand is indeed a marathon, yet I would like to thank all my colleagues in TCS for doing this long run, at the scorching pace of a sprint. Kudos to all of them."*

From creating the first-ever digital twin heart of a pro-runner to deploying Agentic AI systems that can autonomously reason and act across complex business contexts, TCS continues to shape the future of enterprises and consumer experiences. The company's partnership with Jaguar through the Jaguar TCS Racing Team that competes in the ABB FIA Formula E World Championship positions TCS at the intersection of intelligent engineering and sustainable innovation, highlighting the brand's commitment to next-generation experiences that resonate with communities.

TCS also continues to be recognized for its strong client partnerships and employer brand. In 2025, TCS was ranked the #1 IT service provider in Europe for customer satisfaction by Whitelane Research. TCS was named a Global Top Employer across more than 30 countries and regions, including North America, Asia Pacific, the Middle East, and Latin America, by the Top Employers Institute.

This recognition builds on TCS' recent achievement in the [Kantar BrandZ Most Valuable Indian Brands 2024](#) rankings, where TCS retained the #1 spot for the third consecutive year. TCS' brand strength is anchored in its Indian heritage and global relevance. Globally, the company is an active participant at premier industry forums, leading dialogue on AI, digital transformation and sustainability. It is recognized as a leader in nearly 80% of competitive positioning assessments by leading analysts and continues to grow its digital and social media presence, connecting with the next generation of clients, talent, and partners.

About Kantar BrandZ Most Valuable Global Brands

The global ranking, which marks its 20th anniversary in 2025, has become an authoritative source for understanding the value and impact of brands in a dynamic market landscape and highlights the ongoing challenges that marketers face in an era of volatility, uncertainty, complexity and ambiguity.

Published annually, the Kantar BrandZ Most Valuable Global Brands report ranks the world's top brands across categories, providing valuable insights into shifting consumer preferences, brand performance, and industry trends. The foundation of Kantar BrandZ lies in its robust methodology, which combines consumer perceptions with financial data to present a holistic view of a brand's value as a corporate asset.

About Tata Consultancy Services

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 607,979 consultants in 55 countries and 180 service delivery centers 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 for 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 over US \$30 billion in the fiscal year ended March 31, 2025. For more

information, visit www.tcs.com

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