



TCS/PR/SE/37/2025-26

September 18, 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 “**Vodafone Idea-TCS Deepen Collaboration with AI-Powered Customer Experience Platform**” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,

For **Tata Consultancy Services Limited**

**Yashaswin Sheth
Company Secretary
ACS 15388**

Encl: as above

TATA CONSULTANCY SERVICES

Tata Consultancy Services Limited

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Vodafone Idea-TCS Deepen Collaboration with AI-Powered Customer Experience Platform

The five-year engagement will help India's leading telecom service provider Vi to unlock new capabilities in customer relationship by deploying a next-gen platform focused on automation, and personalization

MUMBAI | SEPTEMBER 18, 2025: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) a global leader in IT services, consulting, and business solutions, has partnered with Vodafone Idea to transform their business support system (BSS) through an AI-driven and future ready platform. The five-year engagement will help India's leading telecom service provider unlock new capabilities in customer experience by deploying a next-gen platform focused on intelligence, automation, personalization and accelerated launch of new product and services.

The transformation will be anchored on TCS' flagship products — TCS HOBS™ and TCS TwinX™. TCS HOBS will provide the digital backbone for business support systems, driving agility, stability, and seamless integration across customer touchpoints. TCS TwinX will complement this with AI/ML-powered intelligence and scenario simulation, helping Vodafone Idea to enhance service responsiveness, and deliver personalized interactions. By combining the robust processes and systems of TCS HOBS along with advanced analytics capabilities of TCS TwinX, the unified platform will accelerate service delivery, ensure resilient performance, and provide flexibility to adapt quickly to evolving customer needs.

Jagbir Singh, Chief Technology Officer, Vodafone Idea Limited, said, *"With this partnership Vi is embarking on a transformative journey to redefine customer experience. By modernizing our BSS platforms embedded with AI-driven innovation, we are setting a new standard to deliver, faster, smarter and more personalized digital experiences. This collaboration marks a significant milestone in our ongoing commitment to innovation, operational efficiency and delivering an unmatched experience to our customers."*

With over 25 years of expertise in supporting Communications, Media, and Information Services businesses (CMI), TCS serves CMI customers across 45 countries. Operating from more than 105 delivery locations, TCS leverages its industry and technology expertise to support over one billion telecom subscribers globally. TCS' services encompass the entire communications value chain, including modernization, operation support system, networks, IT, and operations.

Ujjwal Mathur, President & Country Head - India Business, TCS, said, *"The transformation program for Vodafone Idea is built on 15 years of relationship with TCS. A testament to our customer centricity across industries. By leveraging our advanced AI capabilities and flagship products, TCS HOBS™ and TCS TWINX™, we are committed to transform customer engagement and operational efficiency for Vodafone Idea. This initiative marks a pivotal step in driving AI-led transformation of Vi's core Business Support System. This collaboration underscores our dedication to delivering innovative solutions that drive growth and excellence in the telecom sector."*

This partnership advances TCS' vision of Accelerating India's progress through solutions that are Made in India, for India—and ready for the world. With a strong focus on sustainability, security, and sovereignty, TCS aims to fuel innovation, economic growth, and global competitiveness. As India enters a new era of digital advancement, TCS remains committed to delivering indigenous solutions that empower governments, enterprises, and citizens, helping them perpetually adapt in an AI-first world.

Vodafone Idea Limited

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is amongst India's leading telecom service providers. The company holds a large spectrum portfolio including mid band 5G spectrum in 17 circles and mmWave spectrum in 16 circles. The Company provides Voice and Data services across 2G, 4G and 5G platforms and is expanding 5G services across 17 circles. To support the growing demand for data and voice, the Company is committed to delivering delightful customer experiences and contributing towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company's equity shares are listed on National Stock Exchange (NSE) and the BSE in India. The company offers products and services to its customers in India under the TM Brand name "Vi". For more information, please visit: www.MyVi.in

Tata Consultancy Services Ltd (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 6,00,000 employees in 55 countries and 202 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 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 over US \$30 billion in the fiscal year ended March 31, 2025. For more information, visit www.tcs.com

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