



TCS/PR/SE/51/2025-26

November 19, 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 the Most Valuable IT Services Brand in Asia**” 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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Corporate Identity No. (CIN): L22210MH1995PLC084781

## TCS recognized as the Most Valuable IT Services Brand in Asia

*Brand Finance's Asia's index recognizes the company for its brand presence across the region, investments in Innovation and leadership in Artificial Intelligence*

**MUMBAI | SINGAPORE November 19, 2025:** [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS), a global leader in IT services, consulting, and business solutions, has been recognised as Asia's most valuable IT services brand, at Brand Finance's inaugural Asia Brand Gala in Singapore. This recognition reinforces TCS' enduring brand strength across the region and its leadership in helping enterprises become perpetually adaptive in the intelligent age.

Rooted in the heritage and values of the Tata Group, the TCS brand represents technology leadership, innovation excellence, and long-term partnership. These qualities continue to fuel the brand's growth across Asia, where organisations are seeking trusted partners who can help them navigate rapid technological and market change.

Earlier this year, Brand Finance also named TCS the second most valuable IT services brand globally, with a brand valuation of \$21.3 billion, reinforcing the company's continued investment in innovation and its strategic approach to AI-led transformation.

As Asia accelerates its digital and sustainability agendas, TCS continues to deepen its presence, talent capabilities, and partnerships across the region. This year TCS expanded its innovation footprint with the launch of the AI-Powered Research & Innovation Centre in Singapore, which helps to advance AI adoption and solution development in the region.

**Alex Haigh, Managing Director, Brand Finance Asia Pacific, said,** *"TCS's brand value in Asia reflects beyond consistent performance as it signals strategic foresight. The company's early investments in artificial intelligence and data-driven innovation have positioned it at the centre of the region's technology evolution. At a time when the world is looking to Asia as the global hub for digital capability, TCS stands out for translating AI momentum into measurable brand and business leadership."*

**Abhinav Kumar, Chief Marketing Officer, TCS, said,** *"This recognition from Brand Finance reflects the trust that the TCS brand has earned across the Asia region, including in key markets like India, China, Japan, Australia, Singapore, and others. This region has been driving a rapidly increasing share of growth for the global economy, and its companies have become more sophisticated and mature in their use of technology. We will continue to make all efforts to earn their trust through our commitment to Innovation, quality and a mindset for long term partnerships – which finds a perfect metaphor in our Marathon sponsorships."*

The company's brand presence is further strengthened through global sporting partnerships within the region, including its role as title partner of the Sydney Marathon in 2024, which is the only Abbott World Marathon Major in the Southern Hemisphere. As well as marathon and endurance events in Singapore, Philippines, Mumbai and Bengaluru. As the Title and Technology Partner of Jaguar TCS Racing, which competes in the ABB FIA Formula E World Championship, we support innovation in all-electric motorsport, including races across Asia in cities like Shanghai, Tokyo, Jakarta, Seoul and Hyderabad. These partnerships reflect how TCS combines technology, purpose and community engagement to amplify its brand and societal impact.

TCS' consistent performance is supported by deep customer trust and its proven ability to deliver value at scale. The company has been recognised across Asia as Best Employer Brand by World HRD Press and for innovation in AI/ML, digital transformation, sustainability and customer service at the Stevie Asia Pacific Awards 2025. This sustained recognition reflects the company's focus on client-centricity and excellence in execution, helping organisations adapt to and anticipate evolving technology needs.

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### About 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 590,000 employees spread across 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](http://www.tcs.com)

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