



TCS/PR/SE/43/2024-25

February 20, 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 Partners with Salesforce to Unlock the Power of AI for Manufacturers, Semiconductor Suppliers**” 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**

**Tata Consultancy Services Limited**

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## TCS Partners with Salesforce to Unlock the Power of AI for Manufacturers, Semiconductor Suppliers

*The collaboration will leverage the combined industry expertise, AI, and cloud capabilities of TCS and Salesforce to help manufacturers and semiconductor chip makers to unlock data-driven insights for smarter selling and exceptional service*

*As part of the collaboration, TCS launched three initiatives that will help customers enhance sales efficiency, optimize field operations and elevate customer experience*

**NEW YORK | MUMBAI, FEBRUARY 20, 2024:** [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS), a global leader in IT services, consulting, and business solutions, announced a new collaboration with Salesforce (NYSE: CRM), the global leader in CRM, to help customers in the manufacturing and semiconductor industries drive value from artificial intelligence. As part of this collaboration, TCS launched three initiatives: **Semiconductor Sales Accelerator** for increasing sales with data-driven insights, **Seller for the Future** for providing near real-time insights, predictive analytics, and personalized recommendations and **Digital Field Service** to equip technicians on field with real-time information, predictive maintenance insights, and optimized scheduling.

One of the key challenges for organizations in their AI adoption journeys is to unlock the true value of their data. For large organizations, data is often stored in unstructured silos. Recognizing the unique challenges and opportunities within the manufacturing and semiconductor industries, this collaboration leverages the combined strengths of both companies to digitally transform how customers in these industries sell and service their products.

**Indira Gillingham, Vice President of Alliances at Salesforce, said,** *"We are excited to collaborate with TCS to bring transformative AI and data-driven solutions across industries through Salesforce Data Cloud. Leveraging TCS' extensive industry expertise, deep knowledge of complex data landscapes, and the power of TCS Crystallus™ on Salesforce, combined with Salesforce's leading CRM capabilities, we enable customers to harness advanced Vector Database solutions for AI-powered insights."*

**Semiconductor Sales Accelerator:** TCS has over two decades of semiconductor expertise spanning research, architecture, design, manufacturing, assembly, and advanced packaging. The Semiconductor Sales Accelerator addresses a critical challenge in the industry – the need to quickly and accurately navigate vast amounts of complex technical data to meet customer demands and reduce overall cycle time. This combines TCS' deep domain expertise in the semiconductor market with Salesforce's leading AI and cloud capabilities.

**Prashant Shirgur, Global Head of Enterprise Solutions for Technology, Software and Services at TCS, said,** *"In today's fast-paced semiconductor market, access to accurate, real-time information is essential for sales success, and TCS is committed to equipping clients with the insights they need to efficiently grow their business," said " TCS Crystallus™ on Salesforce, equips sales teams with the intelligent tools they need to engage customers with confidence, shorten sales cycles, and drive revenue growth."*

The impact of the Semiconductor Sales Accelerator extends beyond operational efficiency. By providing sales teams with immediate access to relevant information and AI-powered insights, organizations are seeing accelerated sales cycles and improved win rates. The automation of routine tasks creates space for sales representatives to focus on relationship building and deal closure, while the delivery of precise technical

information and personalized recommendations at every customer touchpoint is revolutionizing the customer experience, leading to enhanced satisfaction and loyalty.

**Seller for the Future:** Empowers sales teams with a 360-degree view of customer data, providing near real-time insights, predictive analytics, and personalized recommendations directly within the Salesforce platform. This helps sales teams anticipate customer needs, identify cross-selling and upselling opportunities, and close more deals faster — ultimately driving higher revenue growth. Targeted Business outcomes include increased up-sell/cross-sell rates, improved win rates, reduced deal cycle times, and enhanced sales team productivity.

**Digital Field Service:** Transforms field service operations by leveraging AI, the Internet of Things (IoT), and machine learning to equip technicians with real-time information, predictive maintenance insights, and optimized scheduling. It enables remote diagnostics capabilities, AI-driven knowledge base integration, predictive maintenance alerts, and seamless data visualization within a unified platform. It reduces downtime and maintenance costs, improves first-time fix rates, increases technician productivity, and enhances customer satisfaction.

**Amit Bajaj, Salesforce Global Practice Head, Enterprise Solutions, TCS,** said, *“TCS is dedicated to empowering industries with the digital tools they need to thrive in today’s dynamic market. Our mission is to equip our clients with the digital core they need in order to thrive amid constant changes. Our work with Salesforce underscores this commitment, and we have a long track record of servicing companies in manufacturing and semiconductor industries. We are excited to deliver solutions that will drive tangible business value for our clients.”*

This announcement reinforces TCS’ strong presence in North America, the largest market for the organization with more than 46,000 associates and 32 sales, delivery, and data center locations. In the 50 years of operations in the region, TCS has established itself as a partner of choice for digital transformation by clients across industry sectors.

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**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 56 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions 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 607,000 of the world’s best-trained consultants in 55 countries. The company generated consolidated revenues of US \$29 billion in the fiscal year ended March 31, 2024, and is listed on the BSE and the NSE 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](http://www.tcs.com)

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