TCS/PR/SE-82/2019-20

September 4, 2019

National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex
Mumbai
Symbol: TCS

BSE Limited
P.J. Towers, Dalal Street
Mumbai 400001
Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of the Press Release titled "**TCS' Virgin Money London Marathon App Wins Three Stevies® at the 2019 International Business Awards** " which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Rajendra Moholkar
Company Secretary

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For immediate use **PRESS** RELEASE

TCS' Virgin Money London Marathon App Wins Three Stevies® at the 2019 International Business Awards

Tata Consultancy Services Recognised for its Innovative Use of Technology to Drive Unprecedented Levels of Community Engagement to Promote Health and Wellness

LONDON | MUMBAI, September 04, 2019: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organisation, has won one Gold Stevie® and two Silver Stevies® for its innovative and highly popular Virgin Money London Marathon App, and related promotional campaigns in the community, at the 16th Annual International Business Awards.

TCS, the Official Technology Partner for the Virgin Money London Marathon, designed and developed the Official Race App to provide runners and spectators with digital access to all the event information, local points of interest and key features needed to navigate race day. The app has been praised for its sleek user experience and innovative features such as the ability to track an unlimited number of runners, so spectators could follow all their friends, family and favourite celebrities on the interactive course map.

In recognition of its novel use of technology to empower spectators and runners to embrace the true spirit of one of the world's most famous running events, TCS was awarded three Stevies®:

- **Gold Award** for **Engaged Community of the Year:** The app saw all-time high popularity, with over 465,000 downloads, 28 percent higher than in the prior year, and engaging nearly 60 percent of the estimated 800,000 spectators at the event through the app and social media channels. The social media campaign had its highest engagement to date, including 108% more video views and 90% more engagement.
- **Silver Award** for **Communications Campaign of the Year – Sponsorship:** The communications campaign used social media: Twitter, LinkedIn, Instagram, YouTube and Facebook. Personalities including TCS brand ambassador Steve Cram, social media influencers Victoria Spence, Jamie Day, Kirsty Gallacher and Greg Stanton drove a 286% growth in Instagram followers during the campaign, in addition, to 16 pieces of media coverage,
- **Silver Award** for **Branded Content Campaign of the Year:** A combination of branded multimedia content including videos, social media posts, blogs and graphics provided a unique platform throughout the marathon, with TCS being the only sponsor present across Facebook, Instagram, Twitter and LinkedIn. This drove TCS' highest app campaign engagement to date, including 108% more video views, and 90% more social media engagements compared to the prior year.

This follows TCS' recent success at the Best in Biz Awards 2019 International, where it was named the Gold winner in the App of the Year category for its New York City Marathon App, and the prestigious Red Dot Best of Best Design Award for the interactive 3D game, Marathon City: Sprint to Win.

Amit Kapur, Country Head – UK & Ireland, TCS, said *"The 2019 TCS Virgin Money London Marathon App connected more than 465,000 runners, spectators, families and friends. It's an incredible way to motivate runners by digitally empowering their supporters to follow, support and cheer them virtually. We're delighted to receive these awards. It is a celebration of our mission to integrate technology into the lives of members of our community and enhance the quality of their everyday experiences."*

Hugh Brasher, Event Director, London Marathon Events, said, *"The 2019 Virgin Money London Marathon was a landmark in the event's history as we celebrated raising more than £1 billion for charity since our first race in 1981. The International Business Awards are great recognition of the way TCS' Virgin Money London Marathon*

App delivered a best in class service to the world's greatest marathon. With the in-built tracking system and interactive course map, TCS helped runners and spectators get even more from this iconic event and made it easier than ever for runners to hit their fundraising goals."

The International Business Awards are the world's premier business awards program. The 2019 International Business Awards received entries from organisations in 74 nations and territories. Nicknamed the Stevies® for the Greek word for "crowned," the awards will be presented to winners at a gala awards banquet at the ANDAZ Hotel am Belvedere, Vienna, Austria on 19 October.

About the Stevie® Awards
Stevie® Awards are conferred in seven programs: the Asia-Pacific Stevie® Awards, the German Stevie® Awards, The American Business Awards®, The International Business Awards®, the Stevie® Awards for Women in Business, the Stevie® Awards for Great Employers, and the Stevie® Awards for Sales & Customer Service. Stevie Awards® competitions receive more than 12,000 nominations each year from organizations in more than 70 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies® recognise outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at www.StevieAwards.com.

About Tata Consultancy Services Ltd. (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 the last fifty years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This 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 436,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $20.9 billion in the fiscal year ended March 31, 2019 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) 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 Dow Jones Sustainability Index (DJSI), MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit us at www.tcs.com.

To stay up-to-date on TCS news in North America, follow @TCS_UKI. For TCS global news, follow @TCS_News.

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