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October 7, 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 "**Pandora Partners with TCS for its Digital Transformation**" which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Rajendra Moholkar
Company Secretary

For immediate use **PRESS** RELEASE

Pandora Partners with TCS for its Digital Transformation

Tata Consultancy Services' Proven Machine First™ Delivery Model and Cognitive Automation Software, ignio™ will Align Pandora's IT Operations with Key Business Metrics

COPENHAGEN | MUMBAI, October 07, 2019: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organisation, has been selected by Pandora, a world-leading jewellery design and manufacturer, based in Copenhagen, as a strategic IT partner.

The agreement with TCS marks a major milestone in Pandora's global IT transformation, which is part of Programme NOW, the company's brand relaunch and business turnaround plan. TCS will leverage its proven Machine First™ Delivery Model (MFDM™), powered by ignio™, its award-winning cognitive automation software, to enable the digital transformation. As the service integrator and manager, TCS will be responsible for the applications landscape and the end-user management, that will be aligned to Pandora's key business metrics.

Peter Cabello Holmberg, CIO, Pandora, said, "*Our agreement with TCS marks an important milestone for Pandora. Now we have our future-ready IT setup fully in place to support the Programme NOW objectives. And I am convinced that TCS with its global scale, retail expertise and cutting-edge solutions in relation to automation and AI will prove a perfect match for Pandora.*"

Ruchikar Dalela, Country Head, TCS Denmark, added, "*I am proud that the most recognised jewellery brand in the world has chosen TCS as a strategic technology partner. We are looking forward to supporting a transformation in which technology can enable nimbleness and agility across Pandora's products and markets. MFDM will streamline, scale-up and de-risk its back-office operations and help accelerate transformational initiatives that enhance the customer experience.*"

TCS' MFDM leverages automation, robotics and artificial intelligence to help enterprises achieve their business outcomes faster, with reduced risk. The core principle of this model is to pair humans with, and not versus, machines. It uses the ability of machines to solve complex problems faster, better and handle large volumes and breadth of coverage, while humans provide inputs for machines to learn to solve complex problems better. The resultant machine intelligence delivers multi-fold productivity improvements and elevates customer experience to newer highs.

At the core of the MFDM framework is ignio, which has a unique and innovative cognitive capability that blends artificial intelligence, machine learning, and advanced software engineering to make enterprise IT resilient and self-healing. It uses its context awareness to pre-empt problems and autonomously resolve a lot of the incidents that do occur.

Today, customers are increasingly deploying ignio to transform business operations as well. It is the only automation software in the marketplace that spans enterprise IT (AIOps), workload management, ERP operations and business operations, with a common core. Currently, ignio has over 110 customers across Global-2000 companies, distributed across the retail, manufacturing, telecom, and banking and financial services sectors.

About Pandora

Pandora designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices. Pandora jewellery is sold in more than 100 countries on six continents through more than 7,500 points of sale, including more than 2,700 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, Pandora employs more than 26,000 people worldwide of whom more than 11,500 are located in Thailand, where the Company manufactures its jewellery. Pandora is publicly listed on the Nasdaq Copenhagen stock exchange in Denmark. In 2018, Pandora's total revenue was DKK 22.8 billion (approximately EUR 3.1 billion).

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.

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