TCS/PR/SE-25/2019-20

May 21, 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 Named Adobe Customer Success Partner of the Year"** 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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Corporate Identification No. (CIN) : L22210MH1995PLC084781

For immediate use **PRESS RELEASE**

TCS Named Adobe Customer Success Partner of the Year

Tata Consultancy Services was Recognized for its Strong Focus on Reimagining Customer Experience and Delivering the Future of Digital Transformation

MUMBAI, May 21, 2019: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organization, has been recognized as the Adobe Customer Success Partner of the Year at Adobe's India Symposium 2019 in Mumbai.

The award recognizes TCS' strong partnership with Adobe built over the last decade, and the investments made in building a service practice, TCS Interactive, focused on reimagining customer experience and delivering the future of digital transformation.

TCS Interactive's services portfolio spans design, content, digital marketing, digital commerce, and digital channels. It takes a human-centered approach to experience design, focusing on three areas: design thinking workshops, design studios, and design delivery. TCS' 4D Approach – Discover, Define, Design, and Deliver – is a holistic, research-based methodology that follows a collaborative and iterative approach to UX design. This approach helps to discover human needs, define customer journeys and user personas to design and develop highly usable, efficient, and enjoyable human-centered experiences at scale.

TCS has invested in state-of-the-art design studios – including the recently acquired W12 Studios in London, content studios, design labs and distributed Agile engineering centers staffed with cutting edge talent, bringing together deep capabilities in design, business strategy, and technology to design, test and deliver campaigns, experiences and prototypes. The TCS Digital Reimagination™ Studio, located in Santa Clara, California, in the heart of Silicon Valley, facilitates partnerships with key vendors and develops UX-UI offerings.

Three of TCS Interactive's customers were finalists for the Adobe Experience Maker Awards, which recognizes Adobe Experience Cloud customers and partners who have developed transformative digital customer experiences. T-mobile and TCS Interactive won the award in the Best Digital Experience category at the recent Adobe Summit in Las Vegas.

"As part of our long standing partnership – we at Adobe see TCS as a valuable contributor in helping us further our vision of enabling digital transformation for businesses. Given their continued commitment to customers, we congratulate the team at TCS for being recognized with the 'Customer Success Partner of the Year' award at the annual Adobe Partner Reception 2019," said **Maneesh Sharma, Head, Partner Sales, Adobe India**.

"A personalized customer experience backed by great design, is key to success in a Business 4.0™ world," **Ujjwal Mathur, Country Head, TCS India**. *"We are proud to be one of Adobe's key partners since 2008. This award is a recognition of our investments in this partnership, and commitment to helping customers accelerate their digital transformation journeys."*

For immediate use **PRESS RELEASE**

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 424,000 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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