TCS/PR/SE-174/2018-19

March 29, 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 a Leader in CX Services in Energy and Utilities: NelsonHall"** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Rajendra Moholkar
Company Secretary

TATA CONSULTANCY SERVICES

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Corporate Identification No. (CIN) : L22210MH1995PLC084781

For immediate use **PRESS RELEASE**

TCS a Leader in CX Services in Energy and Utilities: NelsonHall

Tata Consultancy Services' Business 4.0™ Framework, Machine-First™ Delivery Model, Design-Thinking Approach, and Technology Expertise are Appreciated by Customers

LONDON | MUMBAI, March 29, 2019: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading IT services, consulting and business solutions organization, has been positioned as a Leader in the NelsonHall NEAT for Customer Experience (CX) Services in Energy and Utilities[1].

"In the Business 4.0™ era, utilities are on the anvil of disruptive change, with ever evolving consumer expectations, data explosion, proliferation of the smart ecosystem, distributed generation, and regulatory changes. Utilities today seek a connected, collaborative, and seamless ecosystem of cognitive and digital technologies to transform customer experience," said **Ashok Pai, Global Head, Cognitive Business Operations (CBO), TCS**. *"This recognition is a testament of our ability to deliver immediate benefits and meet future customer requirements across the customer experience value chain."*

TCS delivers superior omni-channel customer experiences through a well-defined engagement strategy, a streamlined digital customer journey, hyper-personalized offerings, and real-time actionable insights from customer data.

Key features of TCS' customer experience offerings for utilities include:

- A superior end-to-end customer engagement strategy that covers envisioning, designing and deploying a tailored omni-channel engagement model covering ideation, service and experience design, and delivery.
- The Machine First Delivery Model (MFDM™) that enables omni-channel customer experience management with a real time 360-degree view of the end users to help initiate automated, proactive and pre-emptive engagements with the customer community.
- An integrated leading-edge technology solutions approach across channels and products to ensure a seamless customer journey.
- ignio™ powered Insights-as-a-Service, to deliver real-time and granular operational intelligence for smarter business decisions.
- KNADIA: Digital intelligent assistants that enable superior customer experience

"TCS' implementations in self-service, digital channel enablement, personalization, and IoT analytics for energy and utilities clients highlight a strong capability across the different stages of the customer lifecycle. As the sector clients move up the digital ladder, TCS' IP and experience in cognitive bots, responsive UI, and predictive analytics are the cornerstones of a transformational roadmap," said **Ivan Kotzev, Lead Analyst Customer Experience Services, NelsonHall.**

[1] CX Services in Energy & Utilities, Ivan Kotzev, NelsonHall, February 6, 2019

"Our continuous investments in innovative solutions, our design-thinking approach, digital technology expertise, contextual knowledge, and investments in intellectual property strongly position us to create exponential value for our customers and transform their customer experience journey," added **Ashok Pai**.

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 IT, Business & Technology Services, and engineering. 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 417,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $19.09 billion for year ended March 31, 2018 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.

About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in IT and business services. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, all-original research, and is widely respected for the quality, depth, and insight of its analysis.

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