TCS/PR/SE-72/2018-19

August 30, 2018

**National Stock Exchange of India Limited**
**Exchange Plaza, Bandra Kurla Complex**
**Mumbai**
**Kind Attn: Manager, Listing Department**

**BSE Limited**
**P.J. Towers, Dalal Street**
**Mumbai**
**Kind Attn: General Manager,**
**Department of Corporate Services**
**Scrip Code No. 532540 (BSE)**

Dear Sirs,

We are sending herewith copy of a Press Release titled **"TCS Recognized as a Leader in Worldwide Manufacturing Customer Experience IT Strategic Consulting & Systems Integration by IDC MarketScape "** 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**
**Tata Consultancy Services Limited**
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Tel 91 22 6778 9595 Fax 91 22 6778 9660 e-mail corporate.office@tcs.com website www.tcs.com
Registered Office 9th Floor Nirmal Building Nariman Point Mumbai 400 021.
Corporate Identification No. (CIN) : L22210MH1995PLC084781

For immediate use **PRESS RELEASE**

# TCS Recognized as a Leader in Worldwide Manufacturing Customer Experience IT Strategic Consulting & Systems Integration by IDC MarketScape

***Tata Consultancy Services' Global Footprint, Innovation Accelerators, and CX Roadmap and Methodologies Cited as Key Differentiators***

**NEW YORK | MUMBAI, August 30, 2018:** Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has been recognized as a Leader in two IDC MarketScape reports for Worldwide Manufacturing Customer Experience, covering IT Strategic Consulting as well as Systems Integration.[1]

According to the IDC MarketScape: Worldwide Manufacturing Customer Experience IT Strategic Consulting 2018 Vendor Assessment, "Among the strengths that surfaced from this evaluation of TCS are the company's use of innovation accelerators within CX for manufacturing engagements as well as its depth of experience in full time employees with CX or manufacturing experience. TCS has a high penetration rate of non-IT key sponsors of customer experience projects, indicating its ability to work with business leaders to identify the strategic impact that technology can have on customer experience."

"*Progressive manufacturers in a Business 4.0™ world are focusing on connected products, operations and customers to provide contextual service and greater customer experience*," said **Milind Lakkad, Executive Vice President & Global Head – Manufacturing Industry Solutions Unit, TCS**. "*Our positioning as a leader is a testament to the investments we have been making in building deep capabilities in this area, and our Business 4.0 vision that is driving our strategy around CX offerings.*"

TCS works with the world's leading manufacturers, including a third of all Fortune 500 manufacturing companies, helping them embrace business innovation and advance their growth and transformation agendas. Leveraging its manufacturing domain expertise, business knowledge, and transformation capabilities, TCS provides a comprehensive portfolio of services and offerings around customer experience management spanning digitalization strategy, ecommerce transformation, front office transformation, analytics and insights, digital marketing, customer portals, contact centers, and customer journey orchestration.

[1] *IDC MarketScape - Worldwide Manufacturing Customer Experience IT Strategic Consulting 2018 Vendor Assessment and IDC Marketscape - Worldwide Manufacturing Customer Experience Systems Integration 2018 Vendor Assessment, Heather Ashton, February 2018*

Industry specialists and customer experience experts with rich hands on industry expertise work closely with teams of designers across a global network of design studios to build next generation customer experience management solutions. By leveraging digital technologies such as Big Data analytics, mobility, social media, artificial intelligence, robotics and cloud, TCS helps global enterprises reimagine their customer experience journey. Innovation accelerators such as augmented/virtual reality, artificial intelligence, IoT and natural interfaces further help in assessing end-customer perception and ensuring an overall superior customer experience.

*"Our industry depth, contextual knowledge, comprehensive portfolio of services, investments in accelerators, and continuous focus on innovation make us the partner of choice for organizations looking to reimagine their customer experience systems in a Business 4.0™ world,"* added **Milind Lakkad**.

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**About IDC MarketScape**

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

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 400,000 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.

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

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