TCS/PR/SE-120/2018-19

November 30, 2018

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

**The General Manager, Listing Department**
**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 "**Launch of TCS Pace™ to Take Research and Innovation Offerings to the Next Level**" 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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Corporate Identification No. (CIN) : L22210MH1995PLC084781

For immediate use **PRESS** RELEASE

# Launch of TCS Pace™ to Take Research and Innovation Offerings to the Next Level

- *Tata Consultancy Services Launches a New Brand Identity for its Research, Innovation and Digital Business Transformation Offerings*
- *TCS Pace Ports as Physical Hubs for Collaborative Experimentation with Customers on Disruptive Ideas, Technologies, Solutions, Processes, Tools, and New Business Models*

**TOKYO | MUMBAI, November 30, 2018:** Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organization, announced the launch of TCS Pace™, a new brand identity for its research, innovation and digital transformation services that are at the core of customers' Business 4.0™ journeys. With the new brand, TCS strengthens its positioning as an innovation partner to forward-thinking enterprises across the world.

In the age of Business 4.0, customers need to continuously and sustainably innovate to gain a competitive advantage. TCS Pace promises measured, continuously optimized innovation that expends energy and resources intelligently. It will help enterprises to steadily build competitive differentiation and set the pace for the rest of players in their industry. This new extension of the TCS brand comes with its own logo, with bold lettering that represents steadiness and certainty, and a wave within the stylized 'A' to symbolize the fluidity and dynamism of innovation.

*"Brands are defined by the experiences they create and the value generated for their customers. TCS Pace brings together the best of TCS' advanced research, solutions, experiential offerings, and digital customer engagements under one umbrella,"* said **Rajesh Gopinathan, CEO and Managing Director, TCS**. *"As we become the preferred innovation partner for our customers, we are building unmatched capabilities to ensure that our customers are best positioned to deliver an unprecedented wave of innovations, fulfil rapid demand lifecycles and exceed customer expectations."*

*"We are living in an age of opportunity for exponential growth, coupled with the threat of drastic disruption as technologies change, touchpoints multiply, and new competitors emerge,"* said **Krishnan Ramanujam, President of Business & Technology Services, TCS.** *"We view digital transformation as a marathon and not just a sprint. TCS Pace will help our customers pursue innovation at a steady clip and pace themselves on their transformation journeys."*

On the ground, TCS Pace will translate into physical TCS Pace Port™ hubs, which will have flexible modular spaces featuring innovation showcases, Co-Innovation Network (COIN™) start up accelerators, TCS Think Spaces, academic research spaces, and agile workspaces. They will ignite collaborative experimentation, research, rapid product prototyping, and continuous learning alongside customers, partners, academia, and analysts – pushing current boundaries and driving business transformations through the application of cutting edge digital technologies.

The comprehensive and creative processes used in each TCS Pace Port will guide TCS' customers through the discovery, definition, refinement, and delivery phases of innovation. The Pace Ports will allow for greater agility, speed, creativity, impact, and scalability to realize customers' digital transformation journeys – in order to stay firmly ahead of ongoing market shifts and customer needs.

TCS' preeminent position as an innovation partner is a result of years of research, solution breakthroughs, collaboration, and growth. TCS set up the very first R&D center in the industry in 1981, and has since expanded its research and innovation efforts to include a global network of innovation labs, the TCS COIN™ ecosystem, the Silicon Valley Digital Reimagination Studio, and annual global events such as TCS Innovation Forums, hackathons, and design jams. The first wave of TCS Pace Ports will launch in Tokyo in late 2018 and thereafter in New York and Toronto in 2019.

Attachment: Logo for the New Brand Identity for TCS' Research and Innovation Offerings

tcs PACE

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**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 411,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $19.09 billion in the fiscal 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 global news, follow @TCS_News.

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