



TCS/PR/SE-74/2019-20

August 16, 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 Interactive Wins 2019 Red Dot: Best of the Best Award in Brands and Communication Design**” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

A handwritten signature in blue ink, appearing to read 'Rajendra Moholkar', written over a horizontal line.

**Rajendra Moholkar**  
**Company Secretary**

**TATA CONSULTANCY SERVICES**

**Tata Consultancy Services Limited**

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## **TCS Interactive Wins 2019 Red Dot: Best of the Best Award in Brands and Communication Design**

*Tata Consultancy Services was Recognized for the Design of its Inclusive 3D Two-Player Game that Simulates the Iconic TCS New York City Marathon Finish-line Experience*

**NEW YORK | BERLIN, August 16, 2019:** [Tata Consultancy Services \(TCS\)](#) (BSE: 532540, NSE: TCS), a leading global IT services, consulting, and business solutions organization, announced that TCS Interactive, its digital design and innovation agency, won the prestigious Red Dot: Best of the Best – Brands and Communications Design 2019 Award for its game, [Marathon City: Sprint to Win](#).

The Red Dot Award recognizes the best designed brands and creative projects from designers, agencies, and companies from around the globe every year. The Red Dot: Best of the Best Award is reserved only for those brands that show the highest design quality and creative performance. In 2019, of the 8,697 entries from across the world, only 72 projects – or a mere 0.8 percent of all entries – were recognized with the Red Dot: Best of the Best Award.

TCS' game was recognized for its design of an inclusive simulation for players to experience the competitive thrill of racing the final stretch and crossing the finish line at the world-famous TCS New York City Marathon.

*"It is a tremendous honor to be awarded a Red Dot: Best of the Best in Brands and Communication Design 2019 and we are humbled to receive such a prestigious distinction,"* said **Sunil Karkera, Global Head, TCS Interactive**. *"The award is a recognition of TCS Interactive's investments and capabilities in helping customers deliver innovative experiences and deeper engagement across platforms in ways that bridge design, marketing, commerce, accessibility, and content interactions."*

*Marathon City: Sprint to Win* combines a powerful creative vision with technologically advanced innovation, enabling runners, wheelers, and fans to compete against one another. The 3D two-player game has players run on specially designed floor mats that read footsteps, or wheelchair players lock into a purpose-built trainer, like a treadmill. As players run in place or turn their wheels, their on-screen 3D avatar moves down a simulation of the last 100 meters of the TCS New York City Marathon to the finish line. Wheelchairs can move faster than a human can run, so the equipment for the game is carefully calibrated to ensure a fair and even race when runners and wheelers compete.

*"Racing through Central Park surrounded by thousands of cheering fans and crossing the iconic finish line of the TCS New York City Marathon is an exhilarating feeling unlike any other,"* said **Michael Capiraso, President and CEO, New York Road Runners**. *"TCS continues to help make the TCS New York City Marathon the most technologically advanced marathon in the world. This game is another example of how technology makes the race a one-of-a-kind experience, and we are thrilled the game was recognized with a Red Dot: Best of the Best in Brands and Communication Award."*

TCS Interactive is a leader in the digital customer experience space. It envisions, creates, and delivers best-in-class interactive digital experiences across all channels for its customers. TCS Interactive solves challenging business problems through design thinking, creativity, contextual knowledge, and the innovative use of digital technology.

### 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](http://www.tcs.com).

To stay up-to-date on TCS news in North America, follow [@TCS\\_NA](#) on Twitter and [Tata Consultancy Services – North America](#) on LinkedIn. For TCS global news, follow [@TCS\\_News](#).

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