



TCS/PR/SE-28/2019-20

May 29, 2019

National Stock Exchange of India Limited
Exchange Plaza
Bandra-Kurla Complex
Mumbai 400 051
Symbol: TCS

BSE Limited
P. J. Towers
Dalal Street
Mumbai 400 001
Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of a Press Release titled “**TCS and Scandinavian Airlines Sign New Strategic Partnership to Deliver Digital-First Customer Experience**” which will be disseminated shortly.

The Press Release is self-explanatory.

Thanking you,

Yours faithfully,
For **TATA CONSULTANCY SERVICES LIMITED**


Rajendra Moholkar
Company Secretary

Encl: As above

TATA CONSULTANCY SERVICES

Tata Consultancy Services Limited

9th Floor Nirmal Building Nariman Point Mumbai 400 021

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

TCS and Scandinavian Airlines Sign New Strategic Partnership to Deliver Digital-First Customer Experience

Tata Consultancy Services Will Help the Airline Adopt Agile, Cloud, AI, and Automation

STOCKHOLM | MUMBAI, May 29, 2019: Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has signed a new strategic partnership with Scandinavia's leading airline, SAS, the flag-carrier of Sweden, Norway and Denmark.

The long-term partnership started in 2012. To date, a robust digital foundation has been built for the business, including an always-on IT platform and a digital ecommerce platform. TCS also worked with SAS' Innovation Lab to deliver quality customer service across innovative channels, such as Turi, a new artificial intelligence (AI)-powered personal travel agent chatbot.

SAS' new strategic partnership with TCS will build on these successes to deliver an improved experience for SAS customers, creating points of differentiation and competitive advantage for the business. At the same time, the technology platforms TCS will develop with SAS will help the business to grow and transform effectively. SAS will also use ignio™, TCS' award-winning cognitive automation software, to manage IT operations intelligently and drive data-driven decision-making.

*"Becoming a truly digital-first airline is a key part of our long-term strategy," said **Mattias Forsberg, CIO, SAS.** "Cloud technology, automation and agile methodologies have a huge role to play in improving the service we provide our customers, and keeping our business performing at its best. TCS has become a vital partner for SAS in our digital transformation journey, and we look forward to working with the TCS team in the years to come."*

*"Our new strategic partnership with TCS will help us to realize the potential of technologies such as cloud, AI and automation, which are key pillars on which our future growth will be based," continues **Mattias Forsberg.** "TCS' cognitive automation software, ignio and Machine First™ Delivery Model will improve customer service, reduce response times for customer queries, and deliver new insights for business decision-making, while providing enhanced levels of stability and security."*

The partnership will also focus on developing new agile ways of working, which will allow SAS to bring innovative products and services to market faster. TCS will work closely with SAS to implement a new enterprise distributed agile model across the entire business and develop a new partnership model based on shared values, enabling the business to deliver industry-first products and services.

*"Digital technology presents businesses with huge opportunities for organic growth and improved bottom lines, and this is especially important for the aviation industry, which has historically had to contend with fierce competition and slim margins," said **Avinash Limaye, Country Head, TCS Sweden.** "Our Business 4.0™ approach is resonating with customers, in providing a blueprint for how technology can help them evolve more rapidly and capitalize on new market opportunities. We are pleased to extend our partnership with SAS as the business continues on its journey to becoming a world-leading, digital-first airline."*

###

About Tata Consultancy Services (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.

To stay up-to-date on TCS global news, follow [@TCS_News](https://twitter.com/TCS_News).

TCS media contacts:

Asia Pacific	Email: charlene.lee@tcs.com Phone: +65 9138 4370
Australia and New Zealand	Email: Kelly.ryan@tcs.com Phone: +61 422 989 682
Benelux	Email: Joost.galema@tcs.com Phone: +31 615 903387
Central Europe	Email: anke.maibach@tcs.com Phone: + 49 172 6615789
Europe	Email: mattias.afgeijerstam@tcs.com Phone: +46 723 989 188
India	Email: arushie.sinha@tcs.com Phone: +91 22 6778 9960
Japan	Email: douglas.foote@tcs.com Phone: +81 80 2115 0989
Latin America	Email: martin.karich@tcs.com Phone: +569 6170 9013
Nordics	Email: roland.bagen@tcs.com Phone: +46 70 317 80 24
UK	Email: peter.devery@tcs.com Phone: +44 20 3155 2421
USA / Canada:	Email: b.trounson@tcs.com Phone: +1 646 313 4594

R