



TCS/PR/SE-100/2019-20

October 17, 2019

**National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Mumbai - 400051
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 “**Vodafone Idea Extends Strategic Partnership with TCS to Enhance 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

TATA CONSULTANCY SERVICES

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Corporate Identification No. (CIN) : L22210MH1995PLC084781

Vodafone Idea Extends Strategic Partnership with TCS to Enhance Customer Experience

The Decade-long Partnership with Tata Consultancy Services Extended for Another Five Years, to Focus on Improving Customer Acquisition and Realizing Synergies from the Vodafone-Idea Integration

MUMBAI, October 17, 2019: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading global IT services, consulting, and business solutions organization, and Vodafone Idea Limited (VIL), India's leading telecom service provider, have extended their decade-long strategic partnership for a further five years.

Vodafone Idea is adopting the latest technologies for customer experience enhancement, as it undertakes the world's largest network integration in India. It has been able to differentiate itself in a dynamic and intensely competitive market by acquiring scale, personalizing the customer experience and constantly innovating with newer, technology-led services targeting the B2B segment as well as the start-up ecosystem. TCS has been its technology partner in this journey, managing all of its customer-facing applications.

In the next leg of this partnership, TCS will leverage its deep contextual knowledge of Vodafone Idea's business, its Location Independent Agile model and expertise in analytics and AI to further personalize the end-customer experience and improve customer acquisition. Additionally, TCS will work on bringing integration synergies in Vodafone's and Idea's systems to strengthen operational effectiveness and enable faster revenue realization.

"As the TCS-VIL partnership enters its 10th year of the engagement, we are pleased to extend our partnership with TCS and focus on bringing Value Addition through Automation and Digital Experience, thereby fueling sustained business growth," said **Hitesh TK, CIO, Vodafone Idea Ltd.**

"We are delighted to continue our long-standing strategic relationship with VIL, which is a testament to our investments and commitment in supporting our customers' transformational journeys. Our Business 4.0™ framework will help VIL leverage the power of digital technologies to strengthen their customer base, and streamline their operations to support continuous innovation," said **Ujjwal Mathur, Country Head, TCS India.**

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.

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For immediate use **PRESS RELEASE**

A part of the Tata group, India's largest multinational business group, TCS has over 450,000 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)

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