



TCS/PR/SE-146/2018-19

January 31, 2019

National Stock Exchange of India Limited  
Exchange Plaza  
Bandra-Kurla Complex  
Mumbai  
Fax. No. 2659 8237 / 38  
Kind Attn.: Manager, Listing Department

BSE Limited  
P. J. Towers  
Dalal Street  
Mumbai  
Fax. No. 2272 2037 / 2272 3121  
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 Helps Infineon Transform part of its Global Sales Processes**” 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

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## TCS Helps Infineon Transform part of its Global Sales Processes

*Tata Consultancy Services' Next-generation Cloud-based CRM Platform on Microsoft Dynamics 365 CE to Enable Business Agility and Accelerate Sales Growth for Infineon*

**FRANKFURT | MUMBAI, January 31, 2019:** Tata Consultancy Services (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, announced that it has successfully completed the first phase of a large cloud-based sales transformation program for Infineon Technologies AG, a world leader in semiconductor solutions, to help the company pursue accelerated sales growth.

Infineon sought to transform and rationalize its global sales process to achieve its goal of sustainable and profitable revenue growth through innovations in mobility, energy efficiency, security, and the Internet of Things. Infineon chose TCS as its partner to deliver an agile, state-of-the-art, cloud-based and customer-centric platform on Microsoft Dynamics 365 CE.

TCS developed and delivered a state of the art sales system within a 12 month timeframe. Harnessing the power of cloud and automation, TCS' solution gives Infineon a competitive edge, enabling business agility, accelerated sales cycles and a seamless user experience. Coupled with collaboration features, integrated opportunity forecasting and easy accessibility across devices, the transformation has resulted in rapid user adoption and high sales productivity.

*"To remain competitive and achieve our ambitious growth targets, our vision was to rationalize, consolidate and digitally transform part of our Sales processes across all our geographies into a unified, nimble, online and efficient system. Despite the massive scale and complexity, TCS demonstrated exceptional transformation capabilities during this implementation," said **Robert Leindl, Global Chief Information Officer (CIO), Infineon.** "The proof lies in the rapid adoption by our global sales teams and we're confident that this platform will enable our sales teams to achieve accelerated sales growth."*

*"We have leveraged our contextual knowledge of Infineon's business, our deep experience in digital transformation in the semiconductor industry and our expertise on the Microsoft Dynamics technology, to craft a highly user-friendly, automated digital sales platform for their sales teams. The business value we have created through this successful, strategically important engagement further strengthens our decade-long partnership," said **V Rajanna, Senior Vice President and Global Head, Technology Business Unit, TCS.***

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**About Infineon Technologies AG (IFX)**

Infineon Technologies AG is a world leader in semiconductor solutions that make life easier, safer and greener. Microelectronics from Infineon is the key to a better future. In the 2018 fiscal year (ending 30 September), the company reported sales of 7.6 billion Euros with about 40,100 employees worldwide. Infineon is listed on the Frankfurt Stock Exchange (ticker symbol: IFX) and in the USA on the over-the-counter market OTCQX International Premier (ticker symbol: IFNNY). <https://www.infineon.com>

**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 417,000 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](http://www.tcs.com).

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