



TCS/PR/SE-182/2020-21

February 25, 2021

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 “**TCS Among Top 5 Triple-A Trifecta Service Providers: HFS**” 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', with a horizontal line underneath.

Rajendra Moholkar
Company Secretary

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 Among Top 5 Triple-A Trifecta Service Providers: HFS

Tata Consultancy Services' Machine First™ Delivery Model Augments Human Capabilities with Machine Intelligence, to Help Clients Accelerate their Growth and Transformation Initiatives

LONDON | MUMBAI, February 25, 2021: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has been ranked #5 in the HFS Top 10 for Triple-A Trifecta Services¹.

Triple-A Trifecta is an HFS terminology for the intersection of three critical change agents—automation, artificial intelligence (AI), and smart analytics. According to the report, while they are each powerful in their own right, they are exponentially so when used together and enable scalable, end-to-end intelligent automation.

“Progressive enterprises across industries are harnessing new technologies to democratize data, glean meaningful insights and intelligently automate activities using AI and machine learning to drive new business models, enable superior customer experiences and accelerate growth,” said **Dinanath Kholkar, Global Head, Analytics and Insights, TCS.** *“This recognition from an independent, third-party research firm is a reflection of our futuristic vision, focus on innovation, and customer-centricity.”*

TCS leverages its technology expertise, industry knowledge, and market-leading offerings to help global enterprises become purpose-driving, resilient and adaptable. TCS' Business 4.0™ thought leadership framework combined with its Machine First™ Delivery Model (MFDM™) that augments human capabilities with machine intelligence, is helping clients accelerate their growth and transformation initiatives.

TCS offers a comprehensive portfolio of AI, automation and analytics services and solutions catering to every business stakeholder, and spanning consulting and advisory, systems design, implementation, development and testing, and post deployment support and maintenance. Solutions and services include:

Automation – TCS drives intelligent automation transformations across applications, operations and processes. The MFDM AI Workbench uses robotics, machine learning and AI to power enterprise-wide transformation. TCS has implemented a massive reskilling and upskilling initiative internally to ensure it has the right skills and approach to consistently bring MFDM to all engagements.

TCS' D3 strategy – This includes DATOM™ - a data and analytics maturity assessment, consulting and advisory framework; DAEzMo™, a data and analytics estate modernization framework; and Decision Fabric™, a state-of-the-art AI engine that powers contextual industry offerings.

AI portfolio – Using machine learning, machine vision, voice recognition, natural language processing and knowledge mining, TCS has been building AI-based solutions that drive business transformation for customers across different industry verticals. In addition, TCS has invested in developing an industry-leading suite of award-winning products and platforms with AI at their core. These include:

¹ HFS Top 10: Triple-A Trifecta Services 2020, Elena Christopher, Reetika Fleming, Tanmoy Mondal, HFS, November 2020

- ignio™ – SaaS suite of AI-driven software that combines enterprise IT context, insights, and intelligent automation to deliver resilient, agile, and autonomous IT operations without human intervention.
- Algo Retail™ – a suite that enables retailers to seamlessly integrate and orchestrate data flows across the retail value chain, harnessing the power of analytics, AI and machine learning.
- TCS ADD – a modern and open drug development platform that enables digital ecosystems, simplifies data complexity and provides faster access to new and effective drugs for patients in need

Additionally, TCS has been partnering customers in driving innovation by harnessing the power of analytics, automation and AI. It has invested in a globally distributed network of co-innovation and advanced research centers called Pace Ports™. In addition to showcasing the latest technologies and industry-specific business solutions to clients, these centers offer ideation spaces and agile prototyping capabilities, to help customers launch new innovative products and services.

According to **Elena Christopher, Senior Vice President, HFS Research**, "TCS is one of the few providers that take an inherently functional IT-enablement and scalable architecture approach to Triple-A Trifecta services—striving to make enterprises "AI ready" end-to-end across both business and IT. Its Machine First Delivery Model (MFD) framework helps drive this mindset change internally and with its clients to give the first right of refusal to technology to get work done. TCS' approach to the Triple-A and its role in helping enterprises break down their internal silos and drive meaningful digital transformation helped the firm secure a top 5 performance amidst a field of formidable competition."

"TCS' investments and cutting-edge research in digital technologies to develop high impact, business-focused, innovative solutions are helping our customers personalize at scale, explore new avenues for growth and unlock exponential value," added **Dinanath Kholkar**.

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 over 50 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 469,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$22 billion in the fiscal year ended March 31, 2020, 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:

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|---------------------------|--|
| 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 |
| Canada | Email: tia.thomas@tcs.com Phone: +1 647 790 7602 |
| Europe | Email: mattias.afgeijerstam@tcs.com Phone: +46 723 989 188 |
| India | Email: arushie.sinha@tcs.com Phone: +91 22 6778 9960 Email: saxena.kritika@tcs.com Phone: +91 22 6778 9999 |
| Middle East & Africa | Email: s.hasneen@tcs.com Phone: +971567471988 |
| 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 | Email: william.thomas@tcs.com Phone: +1 203-984-3978 |

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