



TCS/PR/SE-109/2018-19

November 1, 2018

**Manager, Listing Department  
National Stock Exchange of India Limited  
Exchange Plaza,  
Bandra Kurla Complex  
Mumbai  
Symbol: TCS**

**The General Manager, Listing Department  
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 Acquires W12 Studios, an Award-Winning, London-Based Digital Design Studio**” 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

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 Acquires W12 Studios, an Award-Winning, London-Based Digital Design Studio**

### ***Deal Strengthens Tata Consultancy Services' Digital and Creative Design Capabilities***

**LONDON | MUMBAI, November 1, 2018** – [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organisation, today announced that it has acquired [W12 Studios](#), an award-winning digital design studio based in London.

With a highly talented team of multidisciplinary designers with expertise in visual, interaction, motion, sonic and creative technology, W12 Studios creates iconic experiences and products for leading global brands. Their work has won several industry awards, such as the Econsultancy Top 100 Digital Agencies 2018 Consumer's Choice Award, the 2018 Eleito Produto Do Anno Consumer's Choice Award for their work on NOS UMA TV, and the Red Dot Design award for their work for Vodafone TV in 2017.

W12 Studios will be part of TCS Interactive, further strengthening that already impressive array of creative and experience services it offers. TCS Interactive is the digital design division within TCS' Business & Technology Services organization, and a leader in addressing challenging business problems through design thinking, creativity, contextual knowledge and the innovative use of technology.

*"Enhancing the customer experience is at the heart of our customers' Business 4.0 transformation journeys. Over the years, we have invested in state-of-the-art design studios, content studios, design labs and distributed Agile engineering centres staffed with cutting edge multidisciplinary talent to help them in these journeys,"* said **Krishnan Ramanujam, President, Business and Technology Services, TCS.** *"With its bold, provocative and visionary approach to design, W12 Studios adds to TCS Interactive's portfolio of services as it helps the world's leading brands innovate, create and deliver unique digital experiences across the entire user journey."*

Started in 2012 by Fabian Birgfeld, Chief Executive Officer, and Michael Albers, Chief Creative Officer, W12 Studios will retain its current name, branding and location in London's historic Metropolitan Wharf in Wapping. The two co-founders will continue to lead W12 Studios and maintain their current roles.

*"We're very pleased to become part of the TCS team," said Fabian Birgfeld. "With the power of TCS behind us, their global reach and track record of delivering exceptional user experiences, we have the opportunity to work on an even larger scale than ever before, expanding into industries and serving new clients with an enhanced offering."*

####

#### 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 411,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$19.09 billion in the fiscal 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).

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

#### TCS media contacts:

Asia Pacific:	Email: <a href="mailto:Sean.davidson@tcs.com">Sean.davidson@tcs.com</a> Phone: +65 9139 3668
Australia and New Zealand	Email: <a href="mailto:Kelly.ryan@tcs.com">Kelly.ryan@tcs.com</a> Phone: +61 422 989 682
Benelux	Email: <a href="mailto:Joost.galema@tcs.com">Joost.galema@tcs.com</a> Phone: +31 615 903387
Central Europe	Email: <a href="mailto:anke.maibach@tcs.com">anke.maibach@tcs.com</a> Phone: + 49 172 6615789
Europe:	Email: <a href="mailto:ashish.babu@tcs.com">ashish.babu@tcs.com</a> Phone: +31 611 531246
India:	Email: <a href="mailto:arushie.sinha@tcs.com">arushie.sinha@tcs.com</a>   <a href="mailto:shamala.p@tcs.com">shamala.p@tcs.com</a>   <a href="mailto:vivek.padiyar@tcs.com">vivek.padiyar@tcs.com</a> Phone: +91 22 6778 9960   +91 22 6778 9081   +91 226778 1121
Japan	Email: <a href="mailto:douglas.foote@tcs.com">douglas.foote@tcs.com</a> Phone: +81 80-2115-0989
Latin America	Email: <a href="mailto:martin.karich@tcs.com">martin.karich@tcs.com</a> Phone: +569 6170 9013



Nordics	Email: <a href="mailto:mattias.afgeijerstam@tcs.com">mattias.afgeijerstam@tcs.com</a> Phone : +46723989188
UK:	Email: <a href="mailto:peter.devery@tcs.com">peter.devery@tcs.com</a> Phone: +44 7764 835 773
USA / Canada:	Email: <a href="mailto:b.trounson@tcs.com">b.trounson@tcs.com</a> Phone: +1 646 313 4594

###