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June 11, 2024

National Stock Exchange of India Limited   **BSE Limited**
Exchange Plaza, Bandra Kurla Complex,   **P. J. Towers, Dalal Street,**
Mumbai-400051   **Mumbai-400001**
Symbol: TCS   **Scrip Code No. 532540**

Dear Sirs,

We are sending herewith copy of the Press Release titled **"TCS Launches New IoT Engineering Lab in Ohio to Accelerate Innovation for Clients"** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,
For **Tata Consultancy Services Limited**

Pradeep Manohar Gaitonde
Company Secretary

TCS Launches New IoT Engineering Lab in Ohio to Accelerate Innovation for Clients

The lab will carry the full suite of TCS' IoT solutions including TCS Clever Energy^{TM}, TCS DMP^{TM}, and TCS Digifleet^{TM}, and industry solutions for the manufacturing, energy, consumer, and life sciences sectors

The lab will also support the local community to embrace sustainability with TCS Grow+, a smart gardening technology that has helped harvest over 3,500 pounds of fruits and vegetables, benefitting 500+ families

CINCINNATI, OHIO | MUMBAI, June 11, 2024: [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS), a global leader in IT services, consulting, and business solutions, has launched the [Bringing Life to Things^{TM}](#) Lab in Cincinnati, Ohio. The lab is designed to support the rapid prototyping, experimentation, and large-scale implementation of AI, GenAI, and IoT engineering solutions, enabling TCS to assist clients in bringing innovative solutions to life faster and more efficiently.

Spanning across 3,000-square feet, this lab will advance the deployment of TCS' comprehensive suite of IoT solutions, including TCS Clever Energy^{TM}, TCS Digital Manufacturing Platform^{TM} (DMP) and TCS Digifleet^{TM}, among others. These solutions cater to various industries including health care and life sciences, manufacturing, energy and resources, consumer packaged goods, and more. The lab will also help businesses collaborate and co-innovate, integrating physical assets, partner technologies, and customer challenges to create new offerings and solutions.

Amit Bajaj, President-North America, TCS, said, "*On the demand side, structural shifts such as energy transition, supply chain relocation and AI are requiring significant new production capacity in the United States that is connected, intelligent and autonomous by design. On the supply side, Intelligent Edge, powered by advances in connectivity, sensor and AI technology, is reinventing customer experience, personalized products and connected manufacturing. TCS' investment in the Bringing Life to Things Lab in Ohio will help our clients bridge the traditional divide between operational and digital technology by rapidly turning their ideas into minimum viable products that reimagine their value chain at scale. With its strategic location in Cincinnati, home of TCS' largest American delivery center, the lab is well positioned to tap into the area's tech talent to help our customers across North America.*"

Regu Ayyaswamy, Global Head of the Internet of Things (IoT) and Digital Engineering, Tata Consultancy Services, said, "*With the inauguration of the Bringing Life to Things Lab, TCS reaffirms its commitment to driving innovation and digital excellence in an era defined by Artificial Intelligence and GenAI. This lab will spark co-innovation, enabling clients to brainstorm and collaborate through design thinking workshops, and unlock the full potential of IoT, AI, and GenAI technologies.*"

The lab also offers TCS' innovative solutions, including the TCS Neural Manufacturing solution, which provides autonomous and intelligent capabilities for factories, and the TCS connected healthcare platform, providing solutions for personalized medicine. Some key TCS initiatives that are anchored at the Bringing Life to Things Lab include:

(1) **Digital Twin of the Heart:** TCS announced the creation of the first-ever digital heart of a professional runner in 2023, unveiling a virtual replica of Boston Marathon champion and two-time Olympian Des Linden's heart. Through this partnership, TCS aims to demonstrate how AI-powered digital twin technology can transform athlete training by measuring and monitoring the heart's performance in real time. Beyond athletics, this technology has the potential to transform healthcare. In concert with wearable devices and

sensors, it can gather and deploy patient data to perform real-time analyses, preventing the development or progression of medical conditions.

(2) **Building Software-Defined Vehicles:** IoT technology is at the heart of digital transformation in the automotive sector. TCS helps automakers and OEMs navigate and accelerate their journey toward building Software-Defined Vehicles (SDVs). The TCS Auto Gen AI Suite at the Bringing Life to Things Lab expedites the design, development, and validation of SDVs, leveraging GenAI and object detection to track people, vehicles, and other hazards in a car's path.

In addition to serving clients, the lab engages with the local community through TCS' smart gardening technology, TCS Grow+. Over 50 employees collaborated to develop a 3,500 square foot smart garden, leveraging sensor fusion based IoT technology to monitor plant environments, optimizing growth conditions like watering. Since its inception, TCS has harvested over 3,500 pounds of fruit and vegetables, benefitting more than 500 families through various charitable organizations.

Aligned with TCS' flagship digital innovation and career readiness program, goIT (go Innovate Together), the Lab also serves as a hub for researching, designing, and testing emerging learning concepts with experts in the field before taking them into classrooms all over the world. The opening of this lab underscores TCS' strong presence in the U.S., where it has a 50-year legacy of driving growth and transforming the businesses of leading companies in every sector.

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 over 56 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions 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 601,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US $29 billion in the fiscal year ended March 31, 2024, and is listed on the BSE and the NSE 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 MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit **www.tcs.com**

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