



August 10, 2023

DGM – Corporate Relations
BSE Ltd.
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001
Scrip Code: 500408

The Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C-1, Block G
Bandra – Kurla Complex Bandra (East)
Mumbai – 400 051
Scrip Code: TATAELXSI

Dear Sir/Madam,

Sub: Press Release

Please find enclosed the Press Release titled “Tata Elxsi Designs World-Class Experience Centre for Tata Chemicals”.

This is for your information and records.

Yours faithfully,

For Tata Elxsi Limited

Cauveri Sriram

Company Secretary & Compliance Officer

engineering creativity

TATA ELXSI

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Tata Elxsi Designs World-Class Experience Centre for Tata Chemicals

Chennai, Bangalore, August 10, 2023: Tata Elxsi, one of the world's leading providers of design and technology services across industries, conceptualized and designed a state-of-the-art Experience Centre for Tata Chemicals, which was inaugurated on August 1, 2023, in Mambattu, Tamil Nadu.

The facility fosters stronger ties between Tata Chemicals and its partners, clients, investors, and employees by facilitating strategic conversations, nurturing long-term relationships, and presenting innovative solutions that align with evolving business needs.

The Experience Centre will showcase interactive demonstrations and presentations, featuring a walkthrough showcasing Tata Chemicals' achievements, product portfolio and services. To design this exclusive Experience Centre, Tata Elxsi collaborated with internal stakeholders to get a deep understanding of Tata Chemicals' core strengths and vision and created this unique experience.

Mr. R Mukundan, MD and CEO of Tata Chemicals, stated, "Tata Elxsi played a pivotal role in transforming our vision of Experience Centre into a tangible reality through their design, digital technology, and content development expertise. Through interactive demonstrations and presentations and a captivating walkthrough showcasing our achievements, product portfolios, and services, the Experience Centre now showcases the essence of our company."

Mr. Sunil Punjabi, Vice President of Systems Integration Services Tata Elxsi, said, "At Tata Elxsi, we recognized the needs and challenges of the Tata Chemicals team before conceptualizing the Experience Centre. Our multi-disciplinary group of researchers, instructional designers, content experts and technology specialists joined forces to assist in bringing Tata Chemicals' vision to life. It was a rewarding experience to be a part of this project, and we extend our congratulations to Tata Chemicals for their foresight in creating such an innovative and state-of-the-art Experience Centre."

About TATA Elxsi

TATA Elxsi is amongst the world's leading providers of design and technology services across industries, including Automotive, Broadcast, Communications, Healthcare and Transportation. TATA Elxsi is helping customers reimagine their products and services through design thinking and applying digital technologies such as IoT (Internet of Things), Cloud, Mobility, Virtual Reality and Artificial Intelligence.

For more information, please visit <https://tataelxsi.com/>

About TATA Chemicals

As part of the US\$ 128 billion Tata Group, Tata Chemicals Limited is a leading supplier of choice for the Glass, Detergent, industrial and chemical sectors. The company has a strong position in the crop protection business through its subsidiary company Rallis India Ltd. Tata Chemicals has world-class R&D facilities in Pune and Bangalore.

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