



TCS/PR/SE-97/2023-24

March 18, 2024

**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**

Dear Sirs,

We are sending herewith copy of the Press Release titled “**TCS Ranked #1 for Customer Satisfaction by European Companies for the 11th Year**” 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

**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 9<sup>th</sup> Floor Nirmal Building Nariman Point Mumbai 400 021.

Corporate identification No. (CIN): L22210MH1995PLC084781

## TCS Ranked #1 for Customer Satisfaction by European Companies for the 11<sup>th</sup> Year

*Whitelane Research's survey of the top European IT spending organisations finds that 31% of respondents' organisations plan to outsource more and ranks TCS first in customer satisfaction*

**AMSTERDAM | MUMBAI, March 18, 2024:** [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS) has been ranked the number one IT service provider for customer satisfaction across Europe in Whitelane Research's independent survey of the top IT spending organisations. TCS received the highest ranking in this survey for the 11<sup>th</sup> consecutive time. TCS also ranks #1 in customer satisfaction in Financial Services (84% vs industry average of 75%) and Manufacturing & Chemicals, Consumer Goods & Pharmaceuticals (81% vs industry average of 76%), according to Whitelane Research.

Overall, the Whitelane Research 2023/2024 IT Sourcing Study surveyed over 2,000 participants from the continent's top IT spending organisations who evaluated over 5,000 unique IT sourcing relationships. Looking at wider trends, the report found 31% of respondents said that their organisation plans to outsource more over the next two years. The top reason for this was access to resources and talent (55%), followed by scalability to business needs (54%). In the assessment of IT providers, the report found TCS' customer satisfaction score to be 82%, 7 percent higher than the industry average.

**Sapthagiri Chapalapalli, Head of Europe at TCS said:** *"We are proud to be recognised as number one in customer satisfaction across Europe for yet another year. In times when AI is expected to revolutionise practically all industries, strong client relations and access to the right talent are of particular importance. We are focused on our customers in everything that we do, and it is wonderful to see our commitment to high standards is recognized by our customers. We are grateful to our customers for their trust in TCS and to our team for their commitment to Customer Centricity and Execution Excellence".*

The study also revealed that TCS demonstrated an 'exceptional' level of performance across five key IT domains:

- Digital Transformation (85% vs industry average of 77%)
- Workplace Services (84% vs industry average of 75%)
- Security Services (83% vs industry average of 76%)
- Application services (82% vs industry average of 76%)
- Cloud Services (80% vs industry average of 74%)

Taking a deeper look into organisations' upcoming plans for IT outsourcing, the report found:

- Increasing security, resilience and / or cyberdefence was scored as the top client investment area over the next two years (60%).
- Automating business processes (57%) and migrating core businesses to the cloud (45%) were also considered areas of priority for investment.

**Jef Loos, Head Sourcing Europe at Whitelane Research,** said: *"Technology partnerships are critical to success in the business world, and TCS consistently ranking first in customer satisfaction for over a decade is testament to their trustworthiness as a provider. Our independent research has found that European companies will be outsourcing more over the coming two years, to ensure they have access to the right talent and are able to*

scale rapidly. To navigate today's economic and sustainability challenges, it is of crucial importance that organisations can rely on a trusted partner. Congratulations to TCS for being number 1 for the eleventh consecutive year."

**Etienne Dock, Senior Vice President Digital, and Information, Hager Group,** said: "We would like to congratulate TCS on once again scoring exceptionally in the customer satisfaction survey. TCS has been one of our most trusted partners for more than three years. Its highly qualified teams continue to perform exceptionally on several levels: understanding of our business needs and values, commitment to problem solving, top planning and execution. We look forward to further cooperation."

The results of the Whitelane 2023/ 2024 IT Sourcing Study follow several industry recognitions for TCS, including being listed as a [Top Employer in Europe](#) and, [according to Brand Finance](#), being the company with the highest brand value growth across the global IT Services Industry, surging to \$19.2 billion from \$17.2 billion in 2023.

Since 2013, Whitelane has conducted its annual IT sourcing study to evaluate the leading IT and cloud service providers in Europe and it is considered one of the most representative reports on the outsourcing market. [Click here](#) for further information on this year's Whitelane Research IT sourcing report.

---

---

### About Whitelane Research

Since 2013, Whitelane Research has conducted annual IT sourcing studies across Europe. The study evaluates and ranks the leading IT and cloud service providers based on key performance indicators and by segment. Participation is based on complete confidentiality and only aggregated data is used to present the research findings. The European report includes rankings for general satisfaction by industry, contract size and country/region. Whitelane also produces industry reports for financial services and manufacturing. For more information, visit [www.whitelane.com](http://www.whitelane.com)

### 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 55 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 603,305 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$27.9 billion in the fiscal year ended March 31, 2023, 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](http://www.tcs.com)

**TCS media contacts:**

Corporate Communications & India	Email: <a href="mailto:corporate.communications@tcs.com">corporate.communications@tcs.com</a> Email: <a href="mailto:saxena.kritika@tcs.com">saxena.kritika@tcs.com</a>   Phone: +91 22 6778 9999 Email: <a href="mailto:vanshika.sood@tcs.com">vanshika.sood@tcs.com</a>   Phone: +91 22 67789098
Asia Pacific	Email: <a href="mailto:m.prabhu@tcs.com">m.prabhu@tcs.com</a>   Phone: +65 9720 9005
Australia and New Zealand	Email: <a href="mailto:kelly.ryan@tcs.com">kelly.ryan@tcs.com</a>   Phone: +61 422 989 682
Canada	Email: <a href="mailto:tiffany.fisher@tcs.com">tiffany.fisher@tcs.com</a>   Phone: +1 416 456 7650
Europe	Email: <a href="mailto:joost.galema@tcs.com">joost.galema@tcs.com</a>   Phone: +31 615 903387
Middle East & Africa	Email: <a href="mailto:pragya.priyadarshini@tcs.com">pragya.priyadarshini@tcs.com</a>   Phone: +971 528656700
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:alma.leal@tcs.com">alma.leal@tcs.com</a>   Phone: +521 55 2095 6098
UK	Email: <a href="mailto:arushie.sinha@tcs.com">arushie.sinha@tcs.com</a>   Phone: +447877177784
USA	Email: <a href="mailto:james.sciales@tcs.com">james.sciales@tcs.com</a>   Phone: +1 917 981 7651

###