



TCS/PR/SE-10/2023-24

May 17, 2023

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G, Bandra Kurla
Complex, Bandra (East)
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 Named a Leader in IDC MarketScape for Life Sciences Sales and Marketing Strategic Consulting Services”** 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

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Corporate identification No. (CIN): L22210MH1995PLC084781

TCS Named a Leader in IDC MarketScape for Life Sciences Sales and Marketing Strategic Consulting Services

According to the Report Tata Consultancy Services Has Demonstrated Strong Investments in the Life Science Sales and Marketing Space Enabled by its IP-Based Digital Solution and Products

NEW YORK | MUMBAI, May 17, 2023: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) has been recognized as a Leader in the IDC MarketScape for Life Science Sales and Marketing Strategic Consulting Services.¹

According to the report, “TCS has demonstrated a strong investment in the life science sales and marketing space enabled by its IP-based digital solution and products.” It further said that “Within life science sales and marketing strategic consulting services, TCS has demonstrated multiple engagements in digital experience management, negotiation strategy, CRM, sales force automation, analytics, infrastructure outsourcing, KOL, physician targeting, incentive and compensation management, e-learning and training, digital asset management, system validation, aggregate spend compliance, e-marketing sites, collaboration services, and others.”

“With our deep domain knowledge and comprehensive suite of mar-tech solutions and services, we are helping life sciences customers harness the power of digital technology to simplify and manage their sales and marketing initiatives, improve their overall market intelligence to drive business growth,” said **Vikas Jain, Global Head, Life Sciences and Healthcare, Enterprise Growth Group, TCS.** *“This recognition is a testament to our strong vision, innovative efforts, effective strategies, and capabilities that enable superior business outcomes for our customers.”*

TCS provides a full set of advisory and IT services and solutions across the life sciences value chain, including data and analytics, predictive and prescriptive analytics, genomics research, blockchain enabled clinical supply chain, AI enabled case processing, discovery collaboration, cognitive research, and digital labs. These solutions use a combination of cognitive computing capabilities, artificial intelligence, Internet of Things, robotic process automation and cloud to fully digitalize the life sciences value chain.

TCS has a strong track record of delivering innovative and effective sales and marketing services and strategic consulting services to life sciences companies. Offerings span communication and collaboration, metaverse, Real World Evidence (RWE), as well as data and analytics. The company leverages its deep expertise in digital technologies and data analytics as well as its industry knowledge, to help life sciences companies improve their sales and marketing effectiveness. Additionally, TCS heavily invests in research, innovation and collaborates to help customer accelerate their digital transformation journeys.

“TCS is innovatively addressing customer challenges and helping them remain ahead of the curve. TCS' strong investments in the life sciences sales and marketing space has positioned the company as a Leader,” **Michael Townsend, Research Director, Life Sciences Commercial Strategies, IDC.**

About IDC MarketScape: IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in

¹ IDC MarketScape: Worldwide Life Science Sales and Marketing Strategic Consulting Services 2023 Vendor Assessment, Michael Townsend, IDC, March 2023

a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

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 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 613,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$25.7 billion in the fiscal year ended March 31, 2022, 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 MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit www.tcs.com

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