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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 “**Aviva Wins Celent Model Insurer Award for Data and Analytics Transformation by TCS**” 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

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Aviva Wins Celent Model Insurer Award for Data and Analytics Transformation by TCS

Tata Consultancy Services Helped the Insurer Build a New Modern Decentralised Data Lake Solution Enabling Better Decisioning with Real-Time Insights, and Transforming Customer Experience

LONDON | MUMBAI, July 31: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) announced that its customer Aviva Plc won the 2023 Celent Model Insurer Award for Legacy and Ecosystem Transformation. The award recognised the collaboration between TCS and Aviva to modernise and reimagine the latter's data and analytics landscape, driving better decisioning, enabling personalisation, and creating a solid foundation for future business growth.

As a long-standing strategic partner, TCS joined hands with Aviva on its 'One Lake' programme, aimed at consolidating four data infrastructures into a single platform. TCS delivered a modern, decentralised data lake solution leveraging AWS-architected framework standards that combine data engineering and data science capabilities. TCS and Aviva seamlessly transitioned 50 TB of data from on-premises infrastructure to cloud with minimum impact to business. With an agile delivery framework, TCS delivered changes incrementally, thereby demonstrating continuous value to the various stakeholders.

With the new architecture, data engineering pipelines are built mostly on cloud-native or open-source technologies, allowing faster and consistent data delivery. The marquee features of the solution include a scalable and serverless architecture capable of real time streaming, big data processing, custom built engineering pipelines, technology agnostic audit and reconciliation frameworks and integration with data exploitation capabilities for advanced machine learning.

This modernisation initiative has delivered significant business value including reduction in data acquisition times by ~80% for business users and reduction in net new data ingestion delivery timelines by ~60%. It has also enabled commercial business teams to change business rules ~50% faster and improved the underwriting and pricing teams' workflow from days to hours, enabling them to offer more accurate policy pricing to customers. Aviva's business teams have been empowered with amplified capabilities in areas such as fraud detection, investment management and connected car/home ecosystem propositions.

"The One Lake and Platform Modernisation programme has brought Aviva a step closer to becoming a data and insights led insurance organisation. Our team worked closely with TCS and leveraged their contextual knowledge, cloud and data capabilities to drive this transformation," said **David Young, Director, Data, Analytics & Group Platforms, Aviva.**

"Insurers are constantly looking for ways to extract greater value from data to drive business decisioning and deliver hyper-personalised services to customers. With TCS' cloud and data expertise, Aviva has built a modern data landscape that opens the path to new growth opportunities. We are extremely happy to have been a part of Aviva's transformation journey that is delivering unmatched value in the form of increased customer intimacy, greater speed-to-market, and always-on services capabilities. We congratulate Aviva on this much deserved recognition from Celent," said **Vinay Singhvi, Business Head, BFSI – UK and Ireland, TCS.**

"With its enterprise data and analytics modernisation initiative, Aviva – with the help of TCS – has improved the basic foundations of its business and operations. The insurer can now count on timely and actionable data in crucial business decision-making processes. Also, Aviva's One Lake program—part of their enterprise data and analytics modernisation initiative—represents a major investment to consolidate four data infrastructures into a single platform. It is a perfect example of how data—when rethought strategically—can generate clear tangible value for an insurer," said **Nicolas Michellod, Digital Proposition Leader, Celent.**

About Aviva

Aviva is one of the UK's leading Insurance, Wealth & Retirement businesses and we operate in the UK, Ireland and Canada. We also have international investments in India, China and Singapore.

We help our 18.7 million customers make the most out of life, plan for the future, and have the confidence that if things go wrong, we'll be there to put it right. We have been taking care of people for more than 325 years, in line with our purpose of being 'with you today, for a better tomorrow'. In 2022, we paid £23.2 billion in claims and benefits to our customers.

As of 31 December 2022, total Group assets under management at Aviva Group were £352 billion and our estimated Solvency II shareholder surplus is £8.7 billion. Our shares are listed on the London Stock Exchange, and we are a member of the FTSE 100 index.

For more details on what we do, our business and how we help our customers, visit <https://www.aviva.com/about-us/>

About Tata Consultancy Services

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 614,000 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

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