



TCS/PR/SE-01/2024-25

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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 Ranks #1 in Customer Satisfaction in Nordics for 15th 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 9th Floor Nirmal Building Nariman Point Mumbai 400 021.

Corporate identification No. (CIN): L22210MH1995PLC084781

TCS Ranks #1 in Customer Satisfaction in Nordics for 15th Year

Whitelane Research's survey of the top IT spending organizations in the Nordics finds that 28% of respondents' organizations plan to outsource more and ranks TCS first in customer satisfaction in the region. TCS was also ranked #1 by individual country rankings in Sweden, Norway and Denmark

STOCKHOLM | MUMBAI, April 1, 2024: [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS) has been ranked the number one IT service provider for customer satisfaction in the Nordics (Sweden, Norway, Finland, Denmark) in Whitelane Research's independent survey of the top IT spending organizations. TCS received the highest ranking in this survey for the 15th year in a row.

The Whitelane Research 2024 IT Sourcing Study surveyed over 450 participants from the region's top IT spending organizations, who evaluated over 1,000 unique IT sourcing relationships. The report also found 28% of respondents said that their organization plans to outsource more over the next two years. The top reason for this was more scalability to business needs (54%) followed by access to resources and talent (50%). In the assessment of IT providers, the report found TCS' customer satisfaction score to be 80%, 7 percent higher than the industry average.

Shreerang Talekar, Head of TCS in the Nordics and Sweden, said: *"We are very proud to be ranked yet again as #1 in Customer Satisfaction in Sweden and in the Nordics by Whitelane Research. This top position recognizes us as a digital transformation partner of choice, bringing innovation to our Customers in the region where we have established trustful relationships for more than 30 years now. Staying close to them and growing together is our highest priority. This is a wonderful testimony to the deep market engagement, which our talented team drives year after year."*

The study also revealed that TCS received the highest ranking across five IT domains:

- TCS Ranked #1: Application Services (80% vs industry average of 76%)
- TCS Ranked #1: Cloud & Infrastructure services (79% vs industry average of 73%)
- TCS Ranked #1: Workplace services (82% vs industry average of 72%)
- TCS Ranked #1: Network & Connectivity Services (80% vs industry average of 70%)
- TCS Ranked #1: Security services (83% vs industry average of 72%)
- TCS Ranked #2: Digital Transformation (79% vs industry average of 73%)

Taking a deeper look into organizations' priorities for IT investments in the coming two years, the report found:

- Increasing security, resilience and/or cyber defence was scored as the top client investment area over the next two years (63%).
- Automating business processes (57%) and saving costs (52%) were also considered areas of priority for investment.
- Boost AI/machine learning capabilities (47%) increased by 24 points from the previous year.

Jef Loos, Head Sourcing Europe at Whitelane Research said: *"Technology partnerships are critical to success for businesses, and that TCS consistently ranks first in customer satisfaction in the Nordics for 15 years is a testament to their abilities in this space. Nordic companies will be looking for such partners even more over the coming years, in order to ensure that they have access to the right talent to bring innovation to its business. It is of crucial importance that organizations have a trusted partner that they can rely on, and we*

congratulate TCS for being the number one for 15 consecutive years.”

Christian Oestergaard, Lead Visionary, PostNord, said: “PostNord and TCS share a strong partnership that spans many years. TCS’s ability to combine research and modern technology to create innovation is something I value highly in our collaboration. The fact that some of our joint innovations and ground-breaking projects have received attention and won innovation awards is further proof of this.”

The results of the Whitelane 2024 IT Sourcing Study follow several industry recognitions for TCS, including being listed as a [Top Employer in Europe and the Nordics](#) 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.

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

TCS media contacts:

Corporate Communications & India	Email: corporate.communications@tcs.com Email: saxena.kritika@tcs.com Phone: +91 22 6778 9999 Email: vanshika.sood@tcs.com Phone: +91 22 67789098
Europe	Email: joost.galema@tcs.com Phone: +31 615 903387

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