



TCS/PR/SE-50/2023-24

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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 Recognized as a Leader in Digital Services for Higher Education by Avasant**” 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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Corporate identification No. (CIN): L22210MH1995PLC084781

TCS Recognized as a Leader in Digital Services for Higher Education by Avasant

Tata Consultancy Services' Consulting and Advisory-Led Approach, Investments in Innovation, and Robust Partner Ecosystem in the Education Sector, Cited as Key Strengths

NEW YORK | MUMBAI, August 16, 2023: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) has been positioned as a Leader in the Avasant RadarView™ for Higher Education Digital Services¹ for the second consecutive time.

According to the report, TCS addresses the key aspects of the learning value chain and helps educational institutions set up end-to-end digital infrastructure. The report also emphasizes that TCS creates learning platforms and digital service desks, enables remote assessment and grading, resulting in superior teaching and learning experiences.

"TCS has adopted a consulting- and advisory-led approach to bring about digital transformation in higher education to meet the needs of our customers. We continue to focus on delivering advanced digital solutions using smart technologies such as AI, AR/VR to build a future-ready education ecosystem that enable educators to make a positive impact on the lives of learners," said **Ankur Mathur, Business Unit Head, Education, TCS.** *"Our leadership position in this report reflects our strong vision, investments in digital and sustainable innovation, and our strong execution capabilities."*

TCS' Education business unit caters to the unique needs of this sector, helping clients significantly scale their transformation programs, enhancing the impact of education for learners and the experience for educators. Leveraging its domain and contextual knowledge it has created offerings for enrollment, learning, and assessments. Its Corporate Digital Academy addresses the digital skills gap to meet the growing demand for talent in emerging technologies. TCS has also invested in creating Centers of Excellence to build niche skills and competencies that help deliver last mile services to customers.

TCS iON™ leverages AI to digitize processes throughout the student life cycle and provides analytics and insights to help academic institutions make informed decisions. Its interventions reimagine and transform all the key processes in the education domain, and have seen great market success. TCS iON's Digital Assessment product enables universities and exam boards to conduct secure and fair examinations at scale. Its automation-based AI solution for end-to-end student outreach helps clients increase enrollments and drive growth.

TCS' partnership with higher education institutions helps in scaling up and speeding up their innovation initiatives. TCS enables clients to scale up their innovation programs at TCS Pace Ports™, a global network of research and co-innovation hubs for collaborative experimentation, joint ideation, rapid prototyping, and solution deployment. At these sites, the teams can also leverage TCS' Co-Innovation Network (COIN™) consisting of over 2,700 start-ups and 80 academic partners.

Eratha Poongkuntran, Research Leader, Avasant, said, *"TCS leads in higher education with a dedicated education vertical and a strong focus on digital transformation. Offering over 15 education solutions, including TCS iON™ for student life cycle management, campus applications, and student assessments, the company empowers institutions to optimize operations and enhance learning experiences. TCS is also strengthening its capabilities in emerging areas such as generative AI, AR/VR, and metaverse to enhance various aspects of the learning experience and transform how students and educators interact."*

"Its strong industry-specific solutions, partnerships with technology and domain-specific firms, and strategic

investments have placed TCS as a leader in Avasant's Higher Education Digital Services 2023–2024 RadarView."

About Tata Consultancy Services**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 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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