



TCS/PR/SE-67/2022-23

August 11, 2022

**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 MarketScope for Worldwide Adobe Experience Cloud Professional Services**” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,
For **Tata Consultancy Services Limited**

A handwritten signature in blue ink, appearing to read 'Pradeep Manohar Gaitonde', with a horizontal line underneath.

**Pradeep Manohar Gaitonde
Company Secretary**

TATA CONSULTANCY SERVICES

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Corporate identification No. (CIN): L22210MH1995PLC084781

TCS Named a Leader in IDC MarketScape for Worldwide Adobe Experience Cloud Professional Services

Tata Consultancy Services Leverages Adobe Solutions to Help Enterprises Design Purpose-Led Experiences that Create Customer Delight across the Journey

NEW YORK | MUMBAI, August 11, 2022: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) has been positioned as a Leader in the IDC MarketScape for Worldwide Adobe Experience Cloud Professional Services¹.

According to the report, “TCS is potentially a good choice for organizations looking for a client-centric, action-oriented tier 1 IT services provider with strong Adobe-related skills.” It further said that “TCS has a number of key intellectual property assets to help its clients drive value from Adobe solutions.”

“TCS helps customers envision the possibilities of the future that inspire innovation and create purpose-led and inclusive customer experiences leveraging our Experience First Engagement Approach and Adobe solutions,” said **Kamal Bhadada, President, TCS Interactive**. *“We believe this recognition is a reflection of our vision, investments in research and co-innovation, comprehensive suite of Adobe offerings and the resultant market impact.”*

To drive superior digital experience with innovation and design for its customers, TCS has invested in setting up futuristic innovation centers, such as the TCS Pace Port™ co-innovation and research centers, a global network of five experience design studios across the US, UK, Australia and India, labs focused on Adobe technologies, Innovation Showcase, a presentation, and engagement facility, and TCS COIN Accelerator, a collaborative space.

TCS Interactive offerings include advisory and consulting services, Experience Design Studios that bring together its design, content, marketing, and technology expertise to deliver end-to-end transformations, and digital experience services across key capabilities such as digital marketing and digital commerce.

TCS leverages its CX frameworks such as CX Design™ and MarTech 4.0 and design, content, marketing, and commerce capabilities to create personalized, seamless, and engaging digital experiences, branding solutions, and digital ecosystems using Adobe Experience Cloud, Adobe Document Cloud and Adobe Creative Cloud.

TCS' Digital Marketing offerings cover consultation, technology, and business operations addressing marketing automation, insights/data-driven marketing, personalization, cross-channel marketing, and marketing ROI.

TCS' Digital Commerce offerings focus on commerce strategies and technology to enable continuous innovation and provide an omnichannel experience with connected digital platform ecosystems comprising channels, marketing, content, and commerce.

TCS is a Platinum-level Adobe Solution Partner with over 2,900 credentials and 9 specializations across Adobe solutions and offers comprehensive services across the entire Adobe Experience Cloud. Focusing on designed approach with an Experience First strategy, TCS Interactive has led many transformation engagements for customers across industries.

“TCS brings breadth and depth of technology capabilities to clients combined with a strong grounding in Adobe software products,” said **Douglas Hayward, Research Director – Customer Experience Services, IDC**. *“Clients appreciate its commitment to value delivery, its empathetic approach to engagements, and its focus*

¹ IDC MarketScape: Worldwide Adobe Experience Cloud Professional Services 2022 Vendor Assessment, Douglas Hayward, IDC, June 14, 2022

on delivery excellence.”

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 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 592,000 of the world’s best-trained consultants in 46 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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