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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 “**Munch Museum Partners with TCS to Create Pioneering Immersive and AI-driven Drawing Experience**” 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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## Munch Museum Partners with TCS to Create Pioneering Immersive and AI-driven Drawing Experience

*Tata Consultancy Services and Munch Museum (MUNCH) Collaborate to Create Interactive AI-Powered Museum Experiences Showcasing Edvard Munch's Art and Celebrating His Innovative and Inclusive Spirit*

**OSLO | MUMBAI, November 14, 2023:** [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS) has partnered with the [Munch Museum](#) (MUNCH) in Oslo to create immersive and interactive drawing experiences for local visitors and global audiences. Scientists from TCS Research will leverage their expertise in AI and Machine Learning (ML) to bring Edvard Munch's artworks and creative process to life through the power of digital innovation.

MUNCH contains the world's most extensive collection of art dedicated to the renowned Norwegian artist, with 26,724 artworks, non-art objects and writings, parts of which are spread across 11 galleries on 13 floors. The museum approached TCS to collaborate on creating the first-ever real-time drawing experience based on Munch's extensive collection as a way of honoring his inventive and inclusive spirit, and engaging new audiences with this fascinating part of Munch's artistry.

TCS and MUNCH will work together on designing, developing, and testing pioneering AI and ML technologies connected to the museum's database of approximately 7,000 original drawings. In addition to collaboration through pathbreaking research, TCS will also provide IT consultancy, collaborative workshops, and talent exchanges to help create immersive museum experiences that showcase the future of art. These experiences will allow museum visitors to get closer to Munch's unique worldview by immersing in the aesthetic quality of his paintings and drawings.

TCS will provide MUNCH access to its Research teams, partners from its Co-Innovation Network (COIN™), tools, and methodologies. The collaboration will offer the museum an opportunity to work with TCS' Pace Ports™, a global network of co-innovation and research hubs to rapidly design and prototype next-generation digital solutions.

This partnership will also enable MUNCH and TCS to assess joint business opportunities for partners and clients by exploring strategic priorities and art technology use cases.

**Tone Hansen, Director at MUNCH,** commented: *“Edvard Munch was a restless innovator who explored the human condition through his experimental art, and we wanted to honor his dream of sharing his art with everyone. TCS has a reputation for digital innovations, and it has been thought provoking to see how powerful AI and ML technologies can be used to bring an artist's work to life in ways they could never have imagined. We believe this partnership will help us further extend our work in engaging a global audience interested in experiencing our museum and the fascinating oeuvre of Edvard Munch.”*

**Dr Harrick Vin, Chief Technology Officer, TCS,** said: *“We are excited to be a part of MUNCH's futuristic vision, and the possibility of using generative AI in an area that is as personal and intimate as art appreciation. Applications such as this truly bring to life the scenarios that the current generation of AI systems have made possible. We are delighted to partner with the museum as it provides an intimate insight into Munch's worldview and by using AI, we make learning about art a more inclusive and enjoyable experience for everyone.”*

**About MUNCH**

MUNCH is home to the world's largest collection of works by Norwegian artist Edvard Munch and houses more than 26,000 works that Edvard Munch bequeathed to the City of Oslo. MUNCH preserve and manage the collection, and displays iconic artworks from the permanent collection, alongside digital content, temporary exhibitions and an extensive program of art and cultural experiences across thirteen floors - available for the public worldwide. For more information, visit: [www.munchmuseet.no/en/](http://www.munchmuseet.no/en/)

**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](http://www.tcs.com)

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