



February 16, 2024

DGM – Corporate Relations  
BSE Ltd.  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai – 400 001  
**Scrip Code: 500408**

The Listing Department  
National Stock Exchange of India Ltd.  
Exchange Plaza, Plot No. C-1, Block G  
Bandra – Kurla Complex Bandra (East)  
Mumbai – 400 051  
**Scrip Code: TATAELXSI**

Dear Sir,

**Sub: Press Release – “Tata Elxsi Hosts Successful Innov@TE 1st Gen AI Hackathon Contest in Collaboration with AWS”**

Please find enclosed the Press Release dated February 16, 2024, titled “Tata Elxsi Hosts Successful Innov@TE 1st Gen AI Hackathon Contest in Collaboration with AWS”.

This disclosure is made in terms of requirements of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

This is for your information and records.

Yours faithfully,  
**For Tata Elxsi Limited**

**Cauveri Sriram**  
Company Secretary & Compliance Officer

engineering creativity

**TATA ELXSI**

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## **Tata Elxsi Hosts Successful Innov@TE 1st Gen AI Hackathon Contest in Collaboration with AWS**

*Spearheading exploration, experimentation, and deployment of Gen AI across industries and applications*

**BANGALORE, February 16, 2024** – Tata Elxsi, a global leader in design and technology services, recently concluded its inaugural Gen AI hackathon in collaboration with Amazon Web Services (AWS). With a focus on exploring the potential of Generative AI, the hackathon witnessed enthusiastic participation from diverse disciplines, with 136 teams registering from various corners of the country.

The contest culminated in an intense finale, where eight finalists presented their projects to a distinguished panel of judges. Among the finalists, top three standout entries represented diverse applications of Gen AI technology. Team 'AI Genesis Innovators' secured third place for their intuitive concept - 'Gen AI's potential to enhance product development processes'. Securing second place, team 'Med Codex' showcased 'AI's impact on streamlining healthcare procedures'. The first place was secured by 'Turing Creators' for their innovative solution that leveraged 'AI and graph databases to revolutionise decision-making across diverse fields'.

**Manoj Raghavan, CEO & MD of Tata Elxsi**, reaffirmed the company's commitment to fostering innovation and promoting the widespread adoption of AI technologies. *"At Tata Elxsi, we believe in the transformative power of technology to drive positive change. The Innov@TE Gen AI Hackathon is a testament to our dedication to fostering innovation, staying curious, staying creative and pushing the boundaries of what's possible with AI,"* he stated.

**Abhishek Gupta, Global Alliances Lead, Tata Elxsi**, acknowledged and thanked AWS for its collaboration, *"We are excited about the possibilities that AI offers and look forward to continuing our collaboration with AWS to drive innovation and create value for our customers."*

### **About Tata Elxsi**

Tata Elxsi is amongst the world's leading design and technology services providers across industries including Broadcast, Communications, Healthcare and Transportation.

Tata Elxsi is helping customers reimagine their products and services through design thinking and application of digital technologies such as IoT (Internet of Things), Cloud, Mobility, Virtual Reality and Artificial Intelligence. For more information, please visit [www.tataelxsi.com](http://www.tataelxsi.com)

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## **Tata Elxsi's collaboration with AWS**

Tata Elxsi, an Amazon Web Services (AWS) Partner, specializes in developing advanced AWS-centric technology systems tailored for diverse industries. Through this collaboration, Tata Elxsi is empowered to streamline costs as well as expand, transition, and oversee client projects and applications hosted on AWS. By using AWS, Tata Elxsi significantly drives the pace of digital transformation for their customers. Innovative Gen-AI-based solutions for clients are being crafted using cutting-edge Gen-AI services such as [Amazon Bedrock](#), [Amazon SageMaker](#), [Amazon CodeWhisperer](#), amongst others. These tools are integral in the development of groundbreaking use-cases that leverage the full potential of Gen-AI technology for customers.