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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 Bets Big on Azure Open AI: Plans to Train 25,000 Engineers; Launches New Generative AI Offering for Clients**” 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

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TCS Bets Big on Azure Open AI: Plans to Train 25,000 Engineers; Launches New Generative AI Offering for Clients

Tata Consultancy Services' Generative AI Enterprise Adoption Offering Will Help Clients Innovate and Harness the Power of Generative AI to Drive Their Growth and Transformation

SEATTLE | MUMBAI, July 6, 2023: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) has deepened its partnership with Microsoft by announcing plans to significantly scale its Azure Open AI expertise, and launching its new Generative AI Enterprise Adoption offering on Microsoft Cloud to help customers jumpstart their generative AI journey to power their growth and transformation.

With over 50,000 AI-trained associates, and the collective knowledge of its dedicated Microsoft Business Unit (MBU), TCS has been helping clients in their AI journeys using [TCS' data analytics and AI services on Microsoft Cloud](#). TCS is a member of Microsoft's AI Council, has earned a Partner Designation in Data and AI, and has obtained Microsoft specializations in AI and machine learning on Azure and analytics on Azure. TCS MBU now plans to get 25,000 associates trained and certified on Azure Open AI to help clients accelerate their adoption of this powerful new technology.

TCS also launched its [Generative AI Enterprise Adoption](#) offering, which uses a proprietary transformation framework to bring together TCS' contextual knowledge and its expertise in Azure Open AI service to help clients enhance customer experience, launch new business models, grow revenue, and enhance productivity. Using this framework, TCS and client teams will jointly ideate on AI-led solutions to their most pressing business problems, develop proofs of concept on Azure Open AI, create solution roadmaps, gather stakeholder feedback, train the models, build sufficiently strong guardrails and deploy the solutions.

This co-innovation can take place at TCS Pace Ports™, the company's innovation and research hubs located in New York, Pittsburgh, Toronto, Amsterdam, and Tokyo. At these sites, the teams can also leverage work done by academic researchers and start-up partners from TCS' innovation ecosystem. At a higher level, TCS will also help clients evolve an enterprise strategy to adopt AI at scale.

Additionally, TCS will help clients accelerate software development and boost programmer productivity through advisory, foundational set-up and rollout services around GitHub Copilot, a generative AI tool built on Azure OpenAI's language models, that helps programmers develop code faster and with less effort.

In addition to helping clients adopt generative AI using Azure Open AI, TCS is enhancing its own suite of products and platforms to take advantage of the new technology. For instance, [TCS Optumera™](#), a retail strategic intelligence platform built with Microsoft Azure, leverages generative AI to make value-chain optimized merchandising and supply chain decisions by making key business processes intelligent and autonomous.

TCS helps clients build a strong foundation for their AI initiatives, using clean data from a well-managed and integrated analytics system. It modernizes and transforms their data estates with its own data and analytics solutions such as [TCS Daezmo™](#), a data estate modernization suite that ensures quicker time-to-revenue and lower risk for enterprises; and [TCS Datom™](#), which helps enterprises assess their data maturity and define a holistic data and analytics strategy. As an early partner for [Microsoft Fabric](#), TCS helps clients use this new unified analytics platform to speed up the creation of their AI foundation.

“Generative AI upends how enterprises can grow revenue, create new innovations, and get more work done—it's a game-changer that has the potential to do all of this faster, better, and more cost-effectively,” said **Siva Ganesan, Head, Microsoft Business Unit, TCS**. *“With TCS Generative AI Enterprise Adoption, our joint customers can unlock new growth opportunities and embark on an exciting journey of innovation – guided by*

our AI expertise and in-depth knowledge of Microsoft Cloud.”

“TCS’ Generative AI Enterprise Adoption on Azure Offering provides customers with the information and resources they need to harness the power of generative AI to accelerate innovation and business growth,” said **Kelly Rogan, CVP, Global System Integrators and Advisory Partners, Microsoft.**

With over 50,000 Microsoft-certified associates, TCS’ Microsoft Business Unit has completed more than 1,000 successful Azure engagements for hundreds of global customers, making it one of the most recognized partners in the Microsoft ecosystem. In addition to [winning the 2022 Microsoft Partner of the Year](#) for Global SI & Advisory Digital Transformation, Retail and Consumer Goods, SAP on Azure, US Advisory Services, and US Financial Services, it was also recognized in nine other global categories. TCS is an Azure Expert Managed Service Provider, has achieved all 6 Microsoft Partner Designations, has received a record-setting [17 Microsoft Advanced Specializations](#), and is a member of the [2022/2023 Inner Circle for Microsoft Business Applications](#).

To learn more, visit our offering page for [TCS Generative AI Enterprise Adoption on Azure](#).

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

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