



TCS/PR/SE-21/2024-25

September 19, 2024

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 Ranks #1 in Kantar BrandZ's List of India’s Most Valuable Brands 2024 With 16% YoY Growth in Brand Value” 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

TATA Consultancy Services Limited

9th Floor Nirmal Building Nariman Point Mumbai 400 021

Tel. 91 22 6778 9595 Fax 91 22 6778 9660 e-mail corporate.office@tcs.com website www.tcs.com

Registered Office 9th Floor Nirmal Building Nariman Point Mumbai 400 021.

Corporate identification No. (CIN): L22210MH1995PLC084781

TCS Ranks #1 in Kantar BrandZ's List of India's Most Valuable Brands 2024 With 16% YoY Growth in Brand Value

The brand value of Tata Consultancy Services has grown significantly from \$42,969 million in FY23 to \$49,657 million in FY24

A steadfast commitment to innovation, sustainability, and continued investments in its brand have helped TCS maintain its top spot in the rankings for the third year in a row

MUMBAI | INDIA, SEPTEMBER 19, 2024: [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS), a global leader in IT services, consulting, and business solutions, has retained its #1 spot in the Kantar BrandZ Most Valuable Indian Brands 2024 rankings with a staggering 16% growth in brand value in the financial year 2024. The brand value of TCS grew from \$42,969 million in 2023 to \$49,657 million in 2024, with a gain of \$6,688 million.

Kantar, the world's leading marketing data and analytics company, evaluates brands across industries through a rigorous analysis of financial data, consumer insights, and market dynamics. This ranking highlights the key factors that drive business value and brand strength. For the third year in a row, TCS has earned the distinction of being the leading brand in the country. This recognition highlights TCS' dedication to customer-focused innovation, sustainable development, investment in its brand and a growing presence worldwide. The company's sustained success is fuelled by its progressive AI strategy, state-of-the-art technological solutions, and commitment to assisting clients across various sectors in embracing transformative digital technologies.

Deepender Rana, Executive Managing Director- South Asia, Insights Division, Kantar, said, *“Tata Consultancy Services retains its crown as India's most valuable brand for the third consecutive year, with a brand value of \$49,657 million – an increase of 16% over last year. The company's growth has come on the back of its ongoing investment in innovation and technology, particularly in artificial intelligence (AI) and digital transformation services. TCS has also expanded its presence across tradeshows, global business summits, entered strategic partnerships with brands like Jaguar TCS Racing in the ABB FIA Formula E World Championship and sponsored multiple marathons over the last few years. These sustained efforts on building a strong brand are noteworthy, especially considering that focus on 'brand' is not commonplace in the B2B sector.”*

TCS has a global portfolio of sports sponsorships, which includes the sponsorship of four World Marathon Major races in New York City, London, Chicago and Boston, alongside marathons in Amsterdam, Mumbai, Singapore and Toronto. The TCS Sydney Marathon is the latest addition to this portfolio of 14 global running events with participation from over 600,000 runners. Through its collaboration with Jaguar TCS Racing in the ABB FIA Formula E World Championship, TCS is advancing electric vehicle technology, fostering sustainable mobility, and pushing the boundaries of electric racing. It is a partner to the World Economic Forum and has a marked presence in major trade shows around the world. TCS is also recognized as a leader in almost 80% of competitive positioning assessments by Industry Analysts. The company has a growing presence across social media channels.

Abhinav Kumar, Chief Marketing Officer, TCS, said, *“While we have made significant strides to build our brand globally, being recognized as India's most valuable brand is very special to us. Earlier this year, we were recognized among the world's 50 most valuable brands by Kantar BrandZ and this latest addition further strengthens our brand reputation. Being the market leader in India, we have been very privileged to have built*

much of the core technology eco-system of the country, from the corporate sector to citizen services and digital inclusion initiatives. As we celebrate 20 years of our IPO this year, it is gratifying to be adjudged as the country's top brand, and I thank every TCser for their relentless service to the brand, our company, and our clients."

TCS has played an instrumental role in India's technological revolution by executing several mission-mode programmes. From powering the digitization journeys of India's leading stock exchanges, to powering RTGS and NEFT and transforming the passport issuance process, TCS has redefined the digital landscape of the country. It has fostered partnerships with academia and startups to co-innovate solutions, and its Corporate Social Responsibility programs have enabled 7.1 million people, particularly from marginalized communities, learn digital skills.

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 56 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 601,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$29 billion in the fiscal year ended March 31, 2024, 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

TCS media contacts:

Corporate Communications & India	Email: corporate.communications@tcs.com Email: saxena.kritika@tcs.com Phone: +91 22 6778 9999 Email: vanshika.sood@tcs.com Phone: +91 22 67789098
-------------------------------------	--

###