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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 “**Nuuday Signs Major Cloud Transformation Deal with TCS**” 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](mailto:corporate.office@tcs.com) website [www.tcs.com](http://www.tcs.com)

Registered Office 9<sup>th</sup> Floor Nirmal Building Nariman Point Mumbai 400 021.

Corporate identification No. (CIN): L22210MH1995PLC084781

## Nuuday Signs Major Cloud Transformation Deal with TCS

*TCS will take responsibility for Nuuday's IT infrastructure to carry out a complex cloud transformation strategy that will reduce time-to-market and enhance experiences for employees and customers for Nuuday*

**COPENHAGEN | MUMBAI, March 14, 2024:** [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS) has signed an agreement with [Nuuday](#), Denmark's leading digital connectivity and communications provider, to implement a complex cloud transformation. As part of this multi-million-dollar deal, TCS will take full responsibility for Nuuday's IT infrastructure and migrate it to the TCS hybrid cloud, paving the way for future transformations.

Nuuday's move to TCS' Enterprise Cloud Platform, a next-gen hybrid cloud architecture with built-in tools and accelerators, will reduce time to market for new products and services. It will result in enhanced experiences for customers and employees of Nuuday, which delivers connectivity products and digital services to over 4.1 million Danish homes and 1.8 million businesses. As the strategic technology partner, TCS will help Nuuday realize its objective of becoming a 'truly digital service provider' with a modern and secure infrastructure. TCS will host and manage all IT domain services of Nuuday during the transformation. This cloud transformation will enable faster and easier adoption of next-gen technologies.

**Monika Gullin, Chief Technology Officer, Nuuday,** said, *"As the leading digital communications and connectivity provider in Denmark, we need a modernized and autonomous Infrastructure estate that can support the increasing demand for the latest digital products and services. We are turning to TCS based on the company's proven industry experience and successful completion of complex cloud transformation projects in the digital communications sector. This important partnership will help us futureproof our business by delivering the latest digital experiences our customers expect and ensuring excellent end-user satisfaction."*

A key feature of the transformation is the Infrastructure as a Service provided by TCS for implementing an innovative hybrid cloud architecture. This cloud architecture gives Nuuday, which has six sub-brands within the company, the ability to split workloads between private and public clouds. TCS will also offer personalized digital workplace services leveraging the TCS Cognix™ platform. Using its contextual knowledge of Nuuday's applications and infrastructure services, TCS will streamline functions across application and infrastructure domains to drive business agility and scalability. TCS will also host and manage Nuuday's end-user services and take full responsibility for its IT infrastructure. The partnership also entails IT consultancy on demand to support Nuuday's applications.

**Vikram Sharma, Country Head, Denmark, TCS,** said, *"We are proud to be chosen as the strategic technology and infrastructure domain partner for Nuuday, with a responsibility to manage the company's entire IT infrastructure transformation strategy, including end-user services. With its extensive contextual knowledge, deep domain expertise, and experience in the digital communications sector, TCS is committed to supporting Nuuday's vision with innovation and new technology in this nationally significant Scandinavian partnership."*

This deal consolidates TCS' position as a digital transformation partner of choice in the Nordics region, where the IT major has been present for the past 30 years. TCS has been a leader in customer satisfaction in the Nordics and received top customer satisfaction rankings for 14 years in a row in an independent customer survey. There are 20,000 TCSers supporting clients in the region. In Denmark, TCS has also been named a Top Employer since 2014 by the Top Employers Institute.

### About Nuuday

Nuuday is Denmark’s leading telecoms service provider consisting of six consumer and business brands spanning connectivity, communication and entertainment – all with the shared goal of helping customers make sense with technology. Nuuday employs more than 3,000 people across Denmark and has around 6 million private- and business customer relationships. For more information, visit <https://nuuday.com/>

### 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 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 603,305 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)

### TCS media contacts:

Corporate Communications & India	Email: <a href="mailto:corporate.communications@tcs.com">corporate.communications@tcs.com</a> Email: <a href="mailto:saxena.kritika@tcs.com">saxena.kritika@tcs.com</a>   Phone: +91 22 6778 9999 Email: <a href="mailto:vanshika.sood@tcs.com">vanshika.sood@tcs.com</a>   Phone: +91 22 67789098
Asia Pacific	Email: <a href="mailto:m.prabhu@tcs.com">m.prabhu@tcs.com</a>   Phone: +65 9720 9005
Australia and New Zealand	Email: <a href="mailto:kelly.ryan@tcs.com">kelly.ryan@tcs.com</a>   Phone: +61 422 989 682
Canada	Email: <a href="mailto:tiffany.fisher@tcs.com">tiffany.fisher@tcs.com</a>   Phone: +1 416 456 7650
Europe	Email: <a href="mailto:joost.galema@tcs.com">joost.galema@tcs.com</a>   Phone: +31 615 903387
Middle East & Africa	Email: <a href="mailto:pragya.priyadarshini@tcs.com">pragya.priyadarshini@tcs.com</a>   Phone: +971 528656700
Japan	Email: <a href="mailto:douglas.foote@tcs.com">douglas.foote@tcs.com</a>   Phone: +81 80-2115-0989
Latin America	Email: <a href="mailto:alma.leal@tcs.com">alma.leal@tcs.com</a>   Phone: +521 55 2095 6098
UK	Email: <a href="mailto:arushie.sinha@tcs.com">arushie.sinha@tcs.com</a>   Phone: +447877177784
USA	Email: <a href="mailto:james.sciales@tcs.com">james.sciales@tcs.com</a>   Phone: +1 917 981 7651

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