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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 launches new Generative AI practice in partnership with AWS**” 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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TCS launches new Generative AI practice in partnership with AWS

- *Next step in its strategy to deepen AI expertise after having completed foundation training on GenAI for 100,000 employees across the world*
- *TCS AWS GenAI practice will focus on using responsible AI frameworks and its PacePort™ innovation hubs to build a comprehensive portfolio of solutions and services for every industry sector*
- *Wyndham Hotels & Resorts, the world's largest hotel franchising company, extends its strategic partnership with TCS and AWS to manage its digital transformation journey leveraging AWS generative AI services.*

SEATTLE | MUMBAI, November 27, 2023: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) has launched its AWS generative AI practice, to help customers harness the full potential of AI and AWS generative AI services to transform different parts of their value chain and achieve superior business outcomes.

Generative AI has captured the attention of enterprises globally for its potential to significantly reshape industries. TCS has been at the forefront of helping clients across different industries explore relevant use cases for generative AI through proofs of concept and pilots. Using its deep domain knowledge across different industry verticals, TCS has developed an extensive catalog of use-cases for generative AI.

To accelerate its customers' journeys, TCS has invested in foundation training of over 100,000 employees on generative AI. It is now focused on deepening their expertise further, including certification of over 25,000 employees on AWS generative AI services and with the announcement of this new practice today.

TCS' AWS generative AI practice will help enterprises choose and quickly scale the right solutions for their unique business needs and transform their organizations, using AWS' services such as Amazon Bedrock. TCS' consultants will help clients explore the most impactful use-cases in their business context, experiment collaboratively and co-innovate generative AI-powered solutions.

This co-innovation can take place at TCS Pace Ports™, the company's innovation and research hubs located in major city hubs including 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.

"To make generative AI deployment effective and trust-worthy, we must approach the technology holistically across multiple dimensions including creativity, productivity, and business value. Drawing from all the investments we have made in building deep capabilities in generative AI, our strong partnership with AWS, and contextual knowledge of our customers' businesses, we help them take a comprehensive approach to realize the true potential of generative AI to drive their growth and transformation," said **Krishna Mohan, Deputy Head, TCS AI.Cloud unit.**

TCS offers a comprehensive portfolio of generative AI services and solutions including consulting and advisory, solution design and prototyping, large language model training and fine-tuning, guardrail agent design, project delivery and ongoing maintenance. TCS is building a responsible AI framework to help enterprises navigate the ethical and safe uses of AI.

TCS' AWS generative AI practice will use that technology to help customers uncover and classify organizational knowledge and abstract out insights that optimize their business decision-making or create content. The resultant solutions significantly enhance customer experience and employee productivity.

Further, to drive up productivity of its clients' IT organizations, TCS will help them deploy Amazon CodeWhisperer to provide generative AI-powered code recommendations to developers directly, saving them the effort and enhancing the quality of their code.

“Generative AI is one of the most transformational technologies of our generation, allowing organizations to reimagine their customers’ experience, increase employees’ productivity, and enhance overall business operations. AWS has been focused on making AI accessible to companies of all sizes and across industries, and by deepening the AWS and TCS relationship through the TCS generative AI practice, more customers can easily and quickly leverage and benefit from generative AI,” said **Vasi Philomin, Vice President of Generative AI, AWS.**

Wyndham Hotels & Resorts, the world’s largest hotel franchising company with approximately 9,100 hotels across over 95 countries on six continents and a portfolio of 24 global brands, has chosen TCS as strategic technology partner to manage the hotel group’s core systems and IT business and digital transformation journey on AWS.

“At Wyndham, we’re on transformative digital journey as we pursue our mission of making hotel travel possible for all. Through our work with TCS and AWS, we’ve been able to migrate our systems to the cloud while further investing in data standardization. These investments have allowed us to build a foundation that will not only help to accelerate future innovation, but also realize the promise of generative AI powered by Amazon generative AI services,” said **Scott Strickland, Chief Information Officer, Wyndham Hotels & Resorts.**

TCS offers enterprise customers end-to-end services and solutions around cloud migration, application, and data modernization, managed services, and industry-specific innovation on AWS. TCS holds several AWS validated qualifications, including membership in the AWS Premier Tier Service Partner Program, AWS Managed Service Provider, AWS Public Sector Partner Program, AWS Solution Provider Program, AWS Well-Architected Partner Program, and over 35 AWS Competencies and Service Validations. TCS’ large pool of AWS cloud-ready professionals leverage their domain knowledge and AWS technology building blocks to create transformational solutions contextualized to specific industry sub-verticals. For more information, visit www.tcs.com/tcs-aws.

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 608,000 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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