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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/Madam,

Sub: Press Release

Please find enclosed the press release titled “ eSync Alliance strengthens membership with Tata Elxsi”.

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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eSync Alliance strengthens membership with Tata Elxsi

- **Tata Elxsi joins leading OEMs, Tier-1 suppliers, and technology companies as an eSync Alliance member**
- **Business offers a range of innovative design and digital-enabled engineering services to power Software-Defined Vehicles (SDVs)**
- **Latest member believes inter-operable standards-based automotive OTA technology will soon become a necessity for SDV platforms**
- **“Tata Elxsi’s membership indicates the power and potential of our eSync platform.” Mike Gardner**

Bangalore, India, Silicon Valley, CA, July 27, 2023 – The eSync Alliance, a global automotive initiative to standardize over-the-air (OTA) updates and diagnostics, has welcomed global design and technology service provider Tata Elxsi as its latest member.

Tata Elxsi is positioned to empower the automotive industry amidst the shift towards Software-Defined Vehicles (SDVs). As automotive manufacturers and suppliers seek partnerships to unlock emerging technologies like autonomous driving, electrification, and connectivity, Tata Elxsi offers an extensive portfolio of next-gen engineering and digital-enabled design services. These include innovative products and solution accelerators. Together, these elements enable businesses to adapt to evolving market expectations and drive value at every stage of the product development lifecycle.

Tata Elxsi, a digital-enabled technology service provider for the automotive industry, sees an opportunity to work closely with eSync Alliance members to accelerate the deployment of OTA, which is a key component in the wider adoption of SDVs.

Mike Gardner, Executive Director of the eSync Alliance, said: “Tata Elxsi’s membership is indicative of the power and potential of our eSync platform. The industry clearly needs a standardized platform to facilitate bi-directional OTA updates and diagnostics and our growing network of partners is helping us to grow our reach.”

Gomathy Padmanabha, Head – Connected Digital Platform & Solutions, Tata Elxsi, said: “As we continue to focus on the SDV journey, we are accelerating our investments in OTA and Digital Twins-based platforms and solutions. Inter-operable standards-based automotive OTA technology will soon become necessary for SDVs. As a member of the eSync Alliance, Tata Elxsi is committed to

bringing its extensive automotive knowledge to help standardize the OTA initiatives and will play an active role in both propagation and adoption in the auto industry.”

With a track record of success in millions of vehicle projects worldwide, the eSync platform stands as a reliable and consistent conduit for scalable over-the-air (OTA) deployment. Setting itself apart as the sole universal bi-directional pipeline on the market, eSync has gained traction among more than 30 original equipment manufacturers (OEMs) and Tier-1 suppliers. By leveraging eSync, automotive industry players can streamline the development process and accelerate the shift towards SDVs, making it an indispensable tool for OEMs and Tier-1s seeking simplicity and efficiency.

To find out more about the power of eSync, visit: www.esyncalliance.org

About Tata Elxsi

Incorporated in 1989, Tata Elxsi is amongst the world’s leading providers of design and technology services across industries including Automotive, Media, Communications, Healthcare and Transportation. Tata Elxsi works with leading OEMs and suppliers in the automotive and transportation industries for R&D, design, and product engineering services from architecture to launch and beyond.

It brings together domain experience across Autonomous, Electric, Connected vehicle technologies, Software-Defined Vehicles (SDV) and is supported by a worldwide network of design studios, development centers, and offices as well as a global pool of over 12,000 engineers and specialists. For more information, please [visit](#).

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About the eSync™ Alliance

The eSync™ Alliance is a non-profit trade association driving a multi-company solution for Over-the-Air (OTA) updates and diagnostics data in the automotive electronics space, potentially saving billions of dollars per year for automakers. By working together in the Alliance, companies benefit from a simplified development environment made possible by a standardized yet customizable platform. The Alliance is based around the eSync platform of cloud and embedded components, providing a secure data pipeline to devices within a vehicle. Further information is at

<https://www.esyncalliance.org/>

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