



TCS/PR/SE-106/2017-18

March 5, 2019

**National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex
Mumbai
Kind Attn: Manager, Listing Department**

**BSE Limited
P.J. Towers
Dalal Street
Mumbai
Kind Attn: General Manager,
Department of Corporate Services
Scrip Code No. 532540 (BSE)**

Dear Sirs,

We are sending herewith copy of the Press Release titled “**TCS retains #1 position in Europe for customer satisfaction for the fifth consecutive year**” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,
For **Tata Consultancy Services Limited**


Rajendra Moholkar
Company Secretary

TATA CONSULTANCY SERVICES

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TCS retains #1 position in Europe for customer satisfaction for the fifth consecutive year

- *Independent survey of more than 1,600 CXOs from 13 European countries in 2017 cites cost reduction, a focus on core business operations, and access to resources as among the key priorities in the Business 4.0 era*
- *TCS ranked as number one in Germany, Belux, Netherlands, Switzerland, and the Nordics*
- *Company also tops satisfaction table in Financial Services sector for 2017, while also being named as industry leader in proactivity*

MUMBAI, March 5, 2018: [Tata Consultancy Services](#), a leading global IT services, consulting and business solutions organization, has been named number one for customer satisfaction in the region's largest independent report of IT service providers. This is the fifth year in a row that TCS has achieved the highest level of customer satisfaction across the continent, leading the way for customer centricity in a world where technologies such as AI, cloud and robotics are playing an increasingly decisive role in how businesses are performing.

With a satisfaction score of 80% in 2017, TCS occupied first place again in customer satisfaction rankings across Europe. The company topped the rankings in Germany (80%), Belux (80%), Netherlands (80%), Switzerland (83%), and the Nordics (82%), while also leading the way for the financial services and manufacturing sectors.

Conducted across 13 European countries by Whitelane research in 2017, the study is based on the experiences of more than 1,600 business leaders (CIOs, CEOs, CFOs or their direct reports), who oversee 5,000 IT services contracts with a combined annual total contract value of over 40 billion Euros. The in-depth research looked into 29 IT service providers, examining their performance, customer satisfaction levels and delivery quality across IT services sector.

Amit Bajaj, CEO Europe at TCS said: "Digital technologies such as cloud, artificial intelligence and automation are revolutionising all aspects of the European business world, and the results of this year's Whitelane study show that they are more decisive than ever in driving business and IT performance. We've been working very closely with our customers to help them navigate this changing business landscape and become more agile, so we're thrilled to be recognised as the industry leader in customer satisfaction in this year's Whitelane study – a testament to the dedication we bring to our partnerships across Europe."

Jef Loos, Head of Sourcing at Whitelane Research, said: "TCS has retained the number one spot for customer satisfaction in Europe for the fifth consecutive year, which is truly a remarkable achievement. By applying the principles of Business 4.0, the company has earned a satisfaction score of 80%, and continues to be a very trusted partner of the continent's top organisations. The verdict from more than

For immediate use **PRESS RELEASE**

1,600 leading companies in 13 European countries underscores the value that TCS continues to add to these businesses, with the likes of cloud, automation and connected technologies being crucial parts of their digital transformation journeys. It's an achievement to be celebrated in today's fiercely competitive environment."

Eline Fransen, Head of IT, Private and Digital Banking at ABN AMRO, said: "In a constantly evolving digital world, we are always looking to develop and deploy new technologies to maintain our position as innovative and customer-centric bank in the sector. Through our partnership with TCS, we developed a competitive edge by becoming one of the first in the industry to digitally transform the private banking experience, achieving multi-country implementation both for desktop as mobile channels. The digital platform gives our clients the best of both worlds – easy digital access to all our current offerings and even more in-depth overview and insights from any device – while further strengthening our customer relationships."

Sinead Browne, Global COO of Allianz Global Corporate and Specialty, said: "Our strategic partnership with TCS is founded on the company's expertise in the global insurance industry, as well as its vast experience in providing innovative digital solutions. With the help of TCS' incredibly committed teams, we reduced the time taken for financial closing by 50% to just five days, and rolled out a global policy administration system in 15 countries. TCS' digital vision was vital in helping us achieve this business agility, with 90% of our premiums booked on the 'Global Genius' system as of early 2018."

The latest Whitelane Study also showed that innovative new digital technologies were key factors in improving IT and business performance, with companies in the Netherlands (53%) most keen on using external partners to help them transform and become more agile. This was followed by Belux (51%), Switzerland (46%), and Germany (46%).

In addition to overall customer satisfaction, the survey also assessed each company based on eight key performance indicators (KPIs). TCS was named the best performer in proactivity, and ranked in the top three for service delivery, account management, price, contractual flexibility, and business understanding.

Amongst the top reasons for using external partners, cost reduction (60%) remained the main factor for the fifth consecutive year followed by a greater focus on core business (58%) and access to more resources (44%) – while business transformation increased by 5% in 2017 in comparison with 2016.

For more information, visit www.whitelane.com

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About Tata Consultancy Services Ltd. (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions provider that has been partnering with the world's largest businesses in their transformation journeys for the last fifty years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique, location-independent Agile delivery model, a benchmark of excellence in software development.



A part of the Tata group, India's largest multinational business group, TCS has over 390,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$ 17.6 billion for the year ended March 31, 2017 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) 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 Dow Jones Sustainability Index (DJSI), MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit us at www.tcs.com

For TCS global news, follow [@TCS_News](https://twitter.com/TCS_News).

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