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January 21, 2019

**National Stock Exchange of India
Limited
Exchange Plaza,
Bandra Kurla Complex
Mumbai
Symbol: TCS**

**BSE Limited
P.J. Towers, Dalal Street
Mumbai 400001
Scrip Code No. 532540 (BSE)**

Dear Sirs,

We are sending herewith copy of the Press Release titled “**TCS Named a Leader in UX-UI Services by NelsonHall**” 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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Corporate Identification No. (CIN) : L22210MH1995PLC084781

TCS Named a Leader in UX-UI Services by NelsonHall

Tata Consultancy Services' Thought Leadership, Digital Reimagination Studio, ROI-by-Design™ Offering, and Design Collaboration Platform Recognized as Key Strengths

LONDON | MUMBAI, January 21, 2019: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading global IT services, consulting, and business solutions organization, has been recognized as a Leader in the NelsonHall NEAT for UX-UI Services¹.

TCS' investments in expanding its brand and positioning itself as a thought leader, its ROI-by-Design™ offering that quantifies the value of UX investment, and its Digital Reimagination Studio that offers a dedicated creative space in a high impact location, were recognized as strengths. The report also highlights TCS' design collaboration platform that accelerates the design delivery process, close partnerships with key vendors in this space, and defined and mature approach to delivering UX services.

*"A personalized, simple, and effective user experience achieved through great design, results in higher customer satisfaction and retention rates and can even help win new customers," said **Sunil Karkera, Global Head, TCS Interactive**. "This recognition is a testament to our design vision, and our ability to deliver immediate benefits and meet customers' future requirements."*

TCS Interactive's services portfolio spans design, content, digital marketing, digital commerce, and digital channels. It takes a human-centered approach to experience design, focusing on three areas: design thinking workshops, design studios, and design delivery. TCS' 4D Approach – Discover, Define, Design, and Deliver – is a holistic, research-based methodology that follows a collaborative and iterative approach to UX design. This approach helps to discover human needs, define customer journeys and user personas to design and develop highly usable, efficient, and enjoyable human-centered experiences at scale.

TCS has invested in state-of-the-art design studios – including the recently acquired W12 Studios in London, content studios, design labs and distributed Agile engineering centers staffed with cutting edge talent, bringing together deep capabilities in design, business strategy, and technology to design, test and deliver campaigns, experiences and prototypes. The TCS Digital Reimagination™ Studio, located in Santa Clara, California, in the heart of Silicon Valley, facilitates partnerships with key vendors and develops UX-UI offerings.

TCS Interactive has over 4,000 employees, including design thinkers, service designers, creative directors, experience designers, content strategists, copy editors, videographers, 3D specialists,

¹ NEAT Evaluation: UX-UI Services, NelsonHall, David McIntire, December 2018

augmented intelligence/ mixed reality engineers, digital marketing platform engineers, and UI/UX engineers.

*"UX/UI services enable enterprises to transform how they interact with customers and employees and generate added value. Enterprises are increasingly focusing on omnichannel interactions and responsive mobile applications shaped by analytics in understanding user likes and dislikes," said **David McIntire, IT Services Research Director, NelsonHall**. "TCS has made significant investments to grow its UX design and implementation services. The company's Business 4.0™ digital transformation framework, the Digital Reimagination Studio, the ROI-by-design offering that builds a quantitative model to support investment in UX, and its broad set of UX design experiences, position it well to support clients embarking on transforming customer and employee experience."*

*"Our design-thinking and ROI-based approach, contextual knowledge of our customers' business, partner ecosystem, and wide portfolio of services enable us to design superior customer experiences that help our clients differentiate themselves in a Business 4.0 world," added **Sunil Karkera**.*

[Click here](#) to download the TCS profile on UX/UI services by Nelson Hall.

About NelsonHall:

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in IT and business services with analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, all-original research, and is widely respected for the quality, depth, and insight of its analysis.

About Tata Consultancy Services Ltd. (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 the last fifty years. TCS offers a consulting-led, Cognitive powered, integrated portfolio of IT, Business & Technology Services, and engineering. This 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 417,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$19.09 billion for year ended March 31, 2018 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

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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.

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