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November 19, 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 “**Virgin Atlantic Expands Technology Partnership with TCS to Further Enhance Customer Experience**” 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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For immediate use **PRESS RELEASE**

Virgin Atlantic Expands Technology Partnership with TCS to Further Enhance Customer Experience

Tata Consultancy Services' Digital Solutions Support the Airline's Vision to be the World's Most Loved Travel Company

LONDON | MUMBAI, November 19, 2019: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organisation, has announced that it has expanded its partnership with Virgin Atlantic, one of the UK's leading airlines, to create innovative customer experiences.

The strategic technology partnership with TCS, which began in 2004, supporting back-end IT functions, now covers new technology programs on digital channels, contributing directly to Virgin Atlantic's vision to be the world's most loved travel company. TCS now touches every point of the customer journey – from the moment customers book a flight on the website to the moment they step off the plane.

TCS' technology solution for a self-service baggage drop facility is helping Virgin Atlantic deliver a smoother airport experience for passengers at the Heathrow and Gatwick airports. The service now covers all Virgin Atlantic flights, and has processed more than two million bags since its launch. Another innovation is a cognitive chat-bot built by TCS, to provide instant responses to customer enquiries on the airline's website, reducing the need to call the helpline for support.

Working with TCS to create a more agile technology landscape has enabled Virgin Atlantic to identify the next digital innovations, including real-time analysis of data, automated re-fuelling and various proofs of concepts in areas such as voice-enabled bookings.

"Customer experience is at the heart of digital transformation and at TCS, we have the contextual knowledge and digital expertise to ensure success," said Arun Pradeep, Head, Travel, Transportation & Hospitality, UK & Europe, TCS. "We've made astounding progress in our 15-year partnership with Virgin Atlantic and we're honoured to support its industry-leading digital transformations to make travel delightful for their customers."

Ash Jokhoo, Chief Information Officer, Virgin Atlantic, said, *"Through our strategic technology partnership with TCS, we've been able to transform the modern-day flight experience and make it easier to travel. We're always striving for innovation and are looking forward to reaching the next step in our continuous journey to become the most loved travel company."*

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organisation that has been partnering with many of the world's largest businesses in their transformation journeys for the last fifty years.

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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, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 450,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$20.9 billion in the fiscal year ended March 31, 2019, 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. To stay up-to-date on TCS UK news, follow [@TCS_UK](https://twitter.com/TCS_UK) To stay up-to-date on TCS global news, follow [@TCS_News](https://twitter.com/TCS_News)

About Virgin Atlantic

Virgin Atlantic was founded by entrepreneur Sir Richard Branson 35 years ago with innovation and customer service at its core. Today Virgin Atlantic carries 5.4 million customers annually, and was recently voted Britain's only Global Five Star Airline by APEX for the third year running in the Official Airline Ratings. Headquartered in London, Virgin Atlantic employs over 10,000 people worldwide and operates a fleet of 46 aircraft serving 27 destinations across four continents. Alongside joint venture partner Delta Air Lines they operate a leading transatlantic network - offering up to 38 flights per day between the UK and US with onward connections to over 200 US and international cities. In September, Virgin Atlantic took delivery of its first Airbus A350-1000 aircraft - helping to transform the fleet into one of the quietest and most fuel efficient in the sky. Virgin Atlantic recently achieved the highest sustainability ranking of any airline globally with an A- Leadership rating in the 2018 Carbon Disclosure Project performance assessment.

On May 15, 2018 Air France-KLM, Delta Air Lines and Virgin Atlantic Limited signed definitive agreements to combine the existing trans-Atlantic joint ventures. This transaction is in the process of regulatory clearance. Upon completion the airlines' expanded joint venture will become the preferred choice for customers travelling across the Atlantic offering the most comprehensive route network, convenient flight schedules, competitive fares and reciprocal frequent flyer benefits, including the ability to earn and redeem miles across all carriers. Customers will also benefit from the co-location of facilities at key hub airports to improve connectivity and access to each carrier's airport lounges for premium passengers.

In February 2019 Virgin Atlantic acquired Flybe and Stobart Air, as part of a consortium with Stobart Group and Cyrus Capital Partners. In October 2019, Flybe rebranded as Virgin Connect, Europe's largest regional airline, flying 8.5 million passengers each year to 170 destinations, connecting customers around the UK regions to Virgin Atlantic hubs in Manchester and London Heathrow. Stobart Air is a profitable franchise operation based in Dublin and includes Propius, an aircraft leasing business.

For more information visit: www.virginatlantic.com or www.virginholidays.co.uk or via Facebook, Twitter and Instagram [@virginatlantic](https://twitter.com/virginatlantic) [@virginholidays](https://twitter.com/virginholidays)

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