

## TCS Named One of World's Most Admired Companies by FORTUNE® Magazine

*The list of the World's Most Admired Companies™ is based on a survey of 3,700+ senior business executives and financial analysts recognizing companies that have shown exceptional innovation, social responsibility, global competitiveness and elevated quality of products and services*

*TCS is extending its prowess in innovation to create one of the largest AI-Ready workforces in the world*

**NEW YORK | MUMBAI, February 1, 2024:** Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) has been named in the FORTUNE® Magazine 2024 list of the World's Most Admired Companies™. Guided by a deep-rooted culture of innovation and commitment to driving value for customers, TCS retained a spot on the list for the second time since debuting last year.

A highly anticipated annual barometer of corporate reputation, this year's edition of the list is based on a survey of more than 3,700 business executives, boards of directors and financial analysts. Companies are evaluated on a variety of criteria that include innovation, social responsibility, global competitiveness and quality of products and services.

TCS' presence on the list is a recognition of its culture of innovation that percolates through the ranks of its employees. As of December 31, 2023, the company has applied for 7,852 patents and has been granted 3,458. The company not only strives to create value for its customers through innovation but actively seeks out opportunities to co-innovate with clients and partners in academia.

*“TCS has always prided itself on constantly reimagining and reinventing itself, and helping our clients derive value from successive waves of technological innovation. With rapid advancements in Artificial Intelligence, we are now geared up to scale experimentation and realize the potential of this opportunity. Being named to Fortune's list of the World's Most Admired Companies is an honor. It bolsters our global brand, underlines our culture of innovation and ability to attract the best talent worldwide, and recognizes our track record of enabling high-value business transformation for our customers.” said **K. Krithivasan, Chief Executive Officer and Managing Director, TCS.***

Over the past year, TCS has made significant efforts to build one of the largest AI-ready workforces in the world. Having trained more than 150,000 of its employees in generative AI, it has launched the TCS AI Experience Zone, an experiential platform for its associates to explore GenAI tools. This enables them to experiment with GenAI in new ways while providing necessary guardrails and upholding Responsible AI principles. TCS was recognized as a leader in Artificial Intelligence by several key analyst assessments.

TCS is also taking advantage of its six Pace Port™ co-innovation hubs, 24 Centers of Excellence and 14 innovation labs across the world to enhance its AI offerings. In addition, the company continues to expand partnerships with leading AI firms such as Nvidia to offer best-in-class offerings to customers. As part of its STEM programming initiatives, TCS is providing digital skilling opportunities to the youth around the world.

This recognition from Fortune follows other recent recognitions for the company's brand. TCS has been recognised worldwide as a leader in the IT services landscape by industry analysts as well as industry forums. Earlier this year, TCS posted a US\$ 2 billion increase in brand value and was rated as the second most valuable IT services brand in the world in the 2024 Global 500 IT Services Ranking by Brand Finance. In

December 2023, TCS also received two AWS Partner Awards: Global System Integrator (GSI) Partner of the Year – Global and GSI Partner of the Year – France, for playing a key role in helping customers drive innovation and build solutions.

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### About Tata Consultancy Services (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 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 603,305 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](http://www.tcs.com)

### TCS media contacts:

Asia Pacific	Email: <a href="mailto:m.prabhu@tcs.com">m.prabhu@tcs.com</a>   Phone: +65 9720 9005
Australia and New Zealand	Email: <a href="mailto:kelly.ryan@tcs.com">kelly.ryan@tcs.com</a>   Phone: +61 422 989 682
Canada	Email: <a href="mailto:tiffany.fisher@tcs.com">tiffany.fisher@tcs.com</a>   Phone: +1 416 456 7650
Europe	Email: <a href="mailto:joost.galema@tcs.com">joost.galema@tcs.com</a>   Phone: +31 615 903387
India	Email: <a href="mailto:saxena.kritika@tcs.com">saxena.kritika@tcs.com</a>   Phone: +91 22 6778 9999 Email: <a href="mailto:kimberly.solomon@tcs.com">kimberly.solomon@tcs.com</a>   Phone: +91 22 67789098
Middle East & Africa	Email: <a href="mailto:pragya.priyadarshini@tcs.com">pragya.priyadarshini@tcs.com</a>   Phone: +971 528656700
Japan	Email: <a href="mailto:douglas.foote@tcs.com">douglas.foote@tcs.com</a>   Phone: +81 80-2115-0989
Latin America	Email: <a href="mailto:alma.leal@tcs.com">alma.leal@tcs.com</a>   Phone: +521 55 2095 6098
UK	Email: <a href="mailto:arushie.sinha@tcs.com">arushie.sinha@tcs.com</a>   Phone: +447877177784
USA	Email: <a href="mailto:james.sciales@tcs.com">james.sciales@tcs.com</a>   Phone: +1 917 981 7651

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