

TCS/PR/SE-117/2022-23

November 23, 2022

National Stock Exchange of India Limited Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East) Mumbai - 400051 Symbol - TCS BSE Limited P. J. Towers, Dalal Street, Mumbai - 400001 Scrip Code No. 532540

Dear Sirs,

We are sending herewith copy of the Press Release titled "TCS Extends Partnership with Standard Chartered Singapore Marathon; Creates Immersive Digital Race Experiences for All" which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Pradeep Manohar Gaitonde Company Secretary

TATA CONSULTANCY SERVICES

TATA Consultancy Services Limited 9th Floor Nirmal Building Nariman Point Mumbai 400 021 Tel. 91 22 6778 9595 Fax 91 22 6778 9660 e-mail corporate.office@tcs.com website www.tcs.com Registered Office 9th Floor Nirmal Building Nariman Point Mumbai 400 021. Corporate identification No. (CIN): L22210MH1995PLC084781



For immediate Use Press Release

TCS Extends Partnership with Standard Chartered Singapore Marathon; Creates Immersive Digital Race Experiences for All

- Tata Consultancy Services Sponsorship of the Standard Chartered Singapore Marathon's Corporate Challenge Extended for Four More Years
- TCS-Designed Marathon App to Deliver Immersive, Community-Led Race Experiences

SINGAPORE, November 23, 2022: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) announced that it is extending its sponsorship of the Standard Chartered Singapore Marathon (SCSM) Corporate Challenge for four more years until 2026. This partnership also marks the beginning of TCS' four-year association as the official mobile app partner of the SCSM from 2022 to drive truly immersive and community-focused digital race experiences for runners and fans.

SCSM is set to return to the streets of Singapore from December 2 to 4, and be the centre of community engagement to end the year on a high and healthy note. The partnership is in line with TCS' global focus on encouraging healthy lifestyles and community bonding through sports.

As the official mobile app partner for SCSM 2022, TCS has created an experience that goes beyond the essentials and provide better insights and information about the marathon for the 50,000 participants who are expected at the two-day event. It also streamlines the entire marathon experience for active and passive participants through a single digitally integrated platform with high functionality and excellent user experience. Runners can look forward to functions and conveniences such as booking of transportation to marathon grounds, race day weather details, SOS for emergencies, and checking of run progress. The fully immersive race experience, incorporating the runners' pre-, race-day, and post-race journey, is designed to cheer every runner.

The app also features an AR-powered virtual experience, where runners can make use of the AR medal filters, themed frames for photos, and video creation functionalities to share their racing experiences and victories almost instantly. The app aims to create a 'running club' experience by allowing participants to connect with other runners virtually, even when they are not at the same location.

In addition to being the official mobile app partner, TCS is also the sponsor of SCSM's Corporate Challenge. TCS sees sports as an excellent way for colleagues to bond and build wellness into organizational DNAs. TCS' title sponsorship of the SCSM Corporate Challenge 2022 creates a unique opportunity for large corporations and small and medium enterprises to collaborate and come together even as they compete for the top spot in an international marathon setting.

The Corporate Challenge comprises three categories: the Total Distance by Corporate's Finishers, further divided into four tiers based on the number of runners registered by a company, the Top Corporate Male for one male winner from each race category, and the Top Corporate Female for one female winner from each race category.

"Sports, especially community events like marathons, have always played an integral role in enhancing society's mental and physical well-being. TCS bolsters running communities globally as they transform lives, one sprint at a time," said **Girish Ramachandran, President, TCS Asia Pacific.** "The driving force for us at TCS has always been our community and creating products that allow communities to flourish and push the envelope on innovation, health, and wellness. We are glad to partner with the Standard Chartered Singapore Marathon over the next four years to create and upgrade tools like the race app that make the marathon experience integrated and accessible for participants and spectators alike."

Santoz Kumar, General Manager of Singapore, The IRONMAN Group, said: "TCS is synonymous with the



For immediate use **Press Release**

world's greatest marathons. The 2022 Standard Chartered Singapore Marathon marks the seventh year of collaboration with TCS, and their long-standing involvement is testament of the strength and iconic nature of the international event. Their support has been invaluable as we strive to enhance the race experience for participants. This year is no exception, and the TCS-designed SCSM2022 mobile application will play an integral role for our participants and their supporters as it features essential tools such as live runner tracking, race-day information, and much more."

Marathons have been an intrinsic part of Singaporean culture for decades, with the community joining hands every December to celebrate health, fitness, and strength at the SCSM. TCS encourages healthier living globally as a partner and sponsor at some of the largest marathons in the world. As the official mobile app partner and title sponsor of the SCSM Corporate Challenge, TCS encourages running communities and promotes marathon participation to build healthier, stronger, and more active communities.

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 50 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, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 616,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$25.7 billion in the fiscal year ended March 31, 2022, 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 MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit <u>www.tcs.com</u>

About Standard Chartered Singapore Marathon

The Standard Chartered Singapore Marathon is the leading mass participation run and only IAAF Gold Label race in South East Asia. Since 2002, the race has brought runners unparalleled running experiences, threading through the heart of the city seeing iconic heritage buildings and against one of the world's most iconic city skylines and past some of Singapore's iconic landmarks such as Marina Bay Sands and Gardens by the Bay. Comprising six categories; Marathon, Half Marathon, Ekiden Relay, 10km, 5km and Kids Dash, the race has been a catalyst to growing the local and regional running community, by bringing together approximately 50,000 professional, amateur, avid and leisure runners yearly. For more information, visit www.singaporemarathon.com.

About The IRONMAN Group

The IRONMAN Group operates a global portfolio of events that includes the IRONMAN[®] Triathlon Series, the IRONMAN[®] 70.3[®] Triathlon Series, the IRONMAN[®] Virtual Racing[™] (VR[™]) Series, 5150[™] Triathlon Series, the Rock 'n' Roll [®] Running Series, the Rock 'n' Roll [®] Virtual Running[™] Series, IRONKIDS[®], World Triathlon Championship Series, premier running events including the Standard Chartered Singapore Marathon[™] and City2Surf[®], UTMB[®] World Series events including Tarawera Ultra and Ultra-Trail Australia[™], Epic Series[™] mountain bike races including the Absa Cape Epic[®], road cycling events including Haute Route[®], and other multisport races. The IRONMAN Group is the largest operator of mass participation sports in the world



For immediate use **Press Release**

and provides more than a million participants annually the benefits of endurance sports through the company's vast offerings. Catering to the full athlete experience, the company portfolio also includes FulGaz, the most realistic indoor riding experience connected fitness application aimed at preparing athletes for real-world events. Since the inception of the iconic IRONMAN[®] brand and its first event in 1978, athletes have proven that ANYTHING IS POSSIBLE[®] by crossing finish lines around the world. Beginning as a single race, The IRONMAN Group has grown to become a global sensation with hundreds of events across 55+ countries. The IRONMAN Group is owned by Advance, a private, family-owned business. For more information, visit www.ironman.com/about-ironman-group.

TCS media contacts:

Asia Pacific	Email: wenjian.lin@tcs.com Phone: +65 9695 9948
Australia and New Zealand	Email: kelly.ryan@tcs.com Phone: +61 422 989 682
Canada	Email: <u>tiffany.fisher@tcs.com</u> Phone: +1 416 456 7650
Europe	Email: joost.galema@tcs.com Phone: +31 615 903387
India	Email: <u>saxena.kritika@tcs.com</u> Phone: +91 22 6778 9999
	Email: vanshika.sood@tcs.com Phone: +91 22 67789098
Middle East & Africa	Email: pragya.priyadarshini@tcs.com Phone: +971 528656700
Japan	Email: douglas.foote@tcs.com Phone: +81 80-2115-0989
Latin America	Email: <u>alma.leal@tcs.com</u> Phone: +521 55 2095 6098
UK	Email: peter.devery@tcs.com Phone: +44 20 3155 2421
USA	Email: james.sciales@tcs.com Phone: +1 917 981 7651

###