



TCS ANALYST DAY

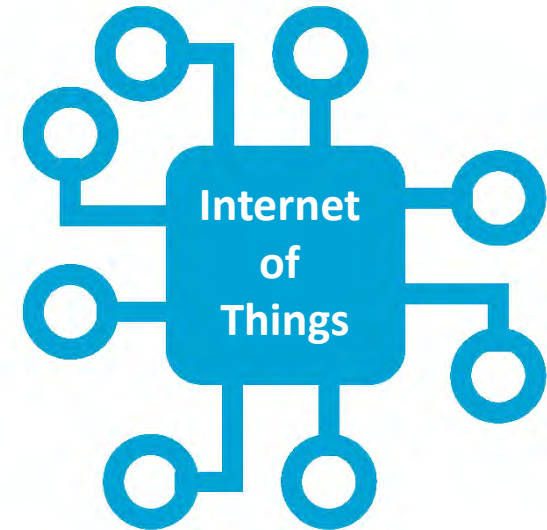
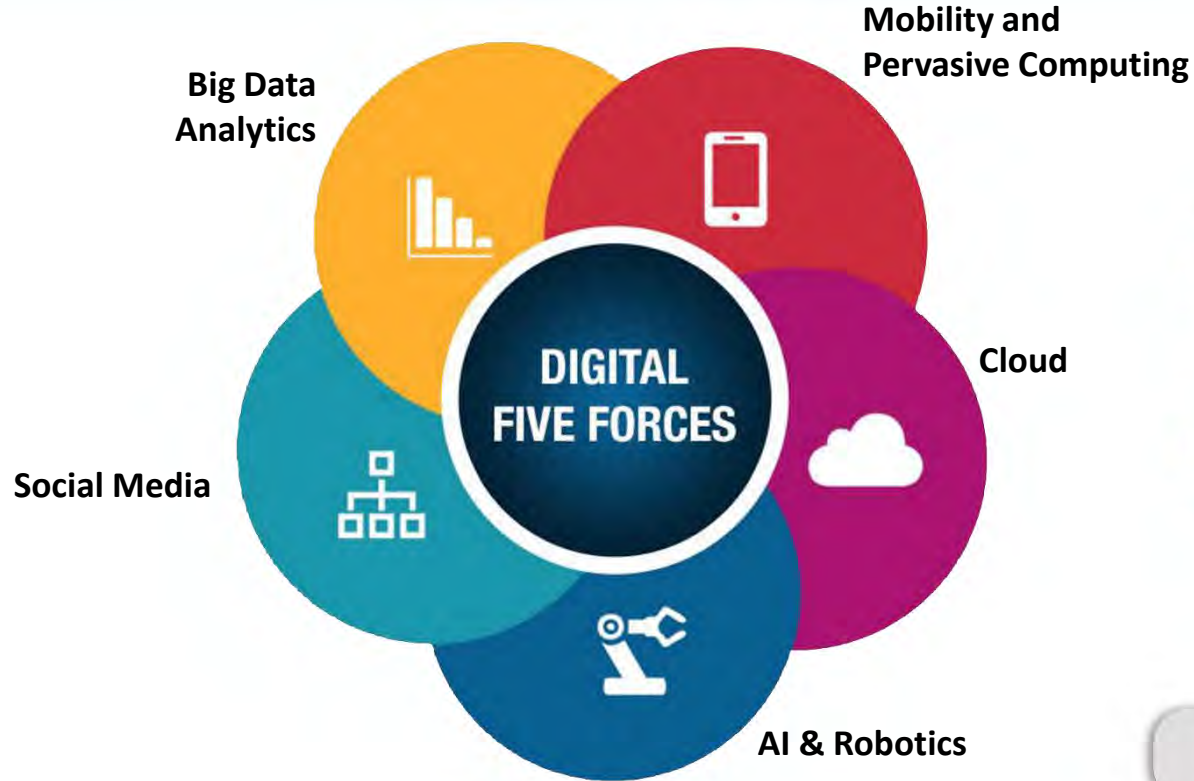
March 17, 2016

The Digital Enterprise is Here



Reimagine Business Models

The Digital Five Forces and Composite Forces



Composite Force



Leveraging the Digital Five Forces and Composite Forces to Reimagine an Enterprise in Six Areas

Business Models

Products & Services

Customer Segments

Channels

Business Processes

Workplaces

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Scalable Reskilling Using the Digital Learning Platform



Since April 2015.....

111K+
Associates
Trained

305K+
Competencies
Created

65+
New Digital
Curricula
Delivered

2016

- Next Level of Immersive Learning
- Effective deployment for Digital Growth
- Digital Ready Academic interface

Deep Capability in 400+ Digital Tools and Platforms

Analytics and Insights



Cloud



Mobility, Digital Marketing:



IOT & Cyber Security



Next Generation Delivery

Collaboration Spaces

Meeting Spaces

Visual Radiators

Smart Boards

Security

Agile

Top 5
Initiatives

Digital

Automation

RiO

(Rigor in Operations)

Intellectual Property

Technology Products

dreamUP
data interacts with you!

TCS activearchive

Ignio™



TCS MasterCraft
Suites of Products

TCS Cloud Plus

& more

Horizontal Products & Platforms

CHROMA

**Integrated Urban
Exchange**

**Customer
Intelligence & Insights**

**TAP -
TCS Accounts Payable**

& more

Vertical Products & Platforms

TCS BANCS

iON
TATA CONSULTANCY SERVICES
Assessment

TCS ADDIP

Optumera™

OmniStore

TCS HOBS

& more

Access to the Start Up Eco-system

- Investor Portfolio
- Events, Meetups
- Demo days
- Hackathons
- Conferences, Forums
- Customer Innovation
- Partner Innovation
- Publications
- TCS BU Requests

Explore

- TCS Horizontal and Vertical BUs
- Customer BUs

Evaluate

- Joint Goto Market
- Strategic Alliances

Engage

North America	779
Europe	183
India	177
Israel	146
ANZ	62
United Kingdom	48
Others	12
Grand Total	1407

North America	262
India	43
Europe	29
Israel	24
United Kingdom	20
Others	11
Grand Total	389

North America	12
India	11
Europe	8
Israel	5
United Kingdom	2
Grand Total	38

Geography	Technology	Vertical
N. America	Data Analytics	BFS
N. America	Security	BFS
N. America	FX Payments	BFS
N. America	Web Analytics	DESS
N. America	Mobility	Healthcare
N. America	Cust. Analytics	Insurance
N. America	Automation	M&IS
N. America	GRC	Mfg.
N. America	Cust. Analytics	Retail
N. America	IoT Platform	Retail IoT
Europe	Map Analytics	Insurance
Europe	Eco	M&IS
India	Security	Insurance
India	Disaster Mgt.	Mfg.
Israel	Retail Analytics	CPG
UK	Mobile	BFS
Sri Lanka	API Mgt.	BFS

Focus areas for Research & Innovation



BFS

- Blockchain
- Frictionless Access
- Robo Advisory

Retail

- In-store experience
- Digital store operations
- Multi-node supply chain

Manufacturing

- Connected Cars
- Predictive Maintenance

Life Sciences

- Genomics
- Medical Devices
- Digital Clinical Trials

Foundational Research

Metagenomics, Materials Engineering, Design, Analytics

Industry 4.0

Automation, Cognitive computing, IoT Platform

Governance

Compliance, Enterprise Security, Data Privacy

Sustainability

Mobile Agro Advisory, Intelligent Cities, Smart Grids

Co-innovation work spaces



TCS **Design Studio** Santa Clara
Inaugurated in Feb 2016

A diverse team of makers and award winning designers work on industry changing ideas.



TCS Executive Briefing Center
Mumbai Inaugurated in March 2016

A unique immersive, shared space that brings new ideas to the fore and fosters conversations about building a Digital future.

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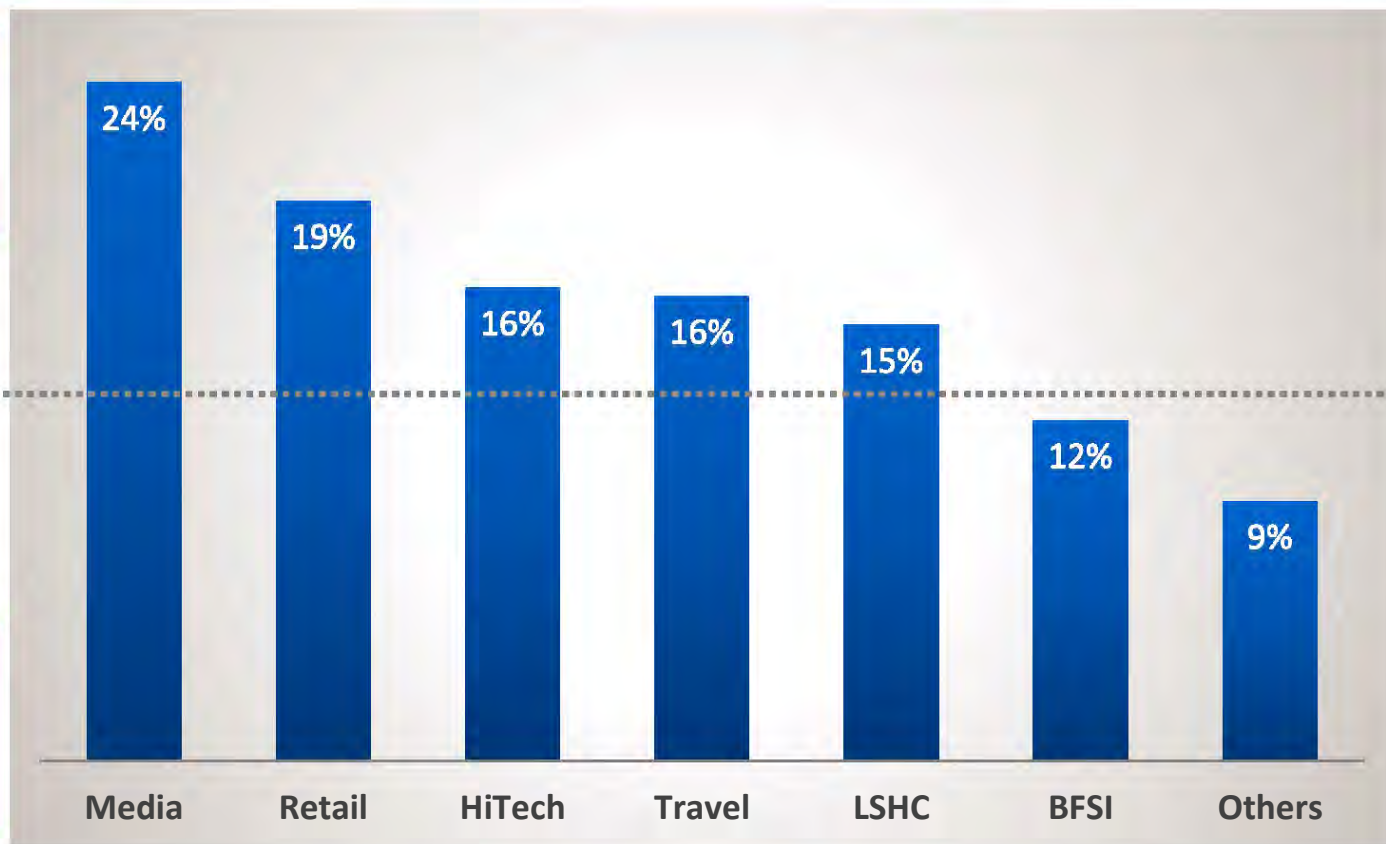
Gaining Leadership in Digital

**CY 15 Digital
Revenue: \$2 Bn**

**Digital
Revenue in
CY 15: 13%**

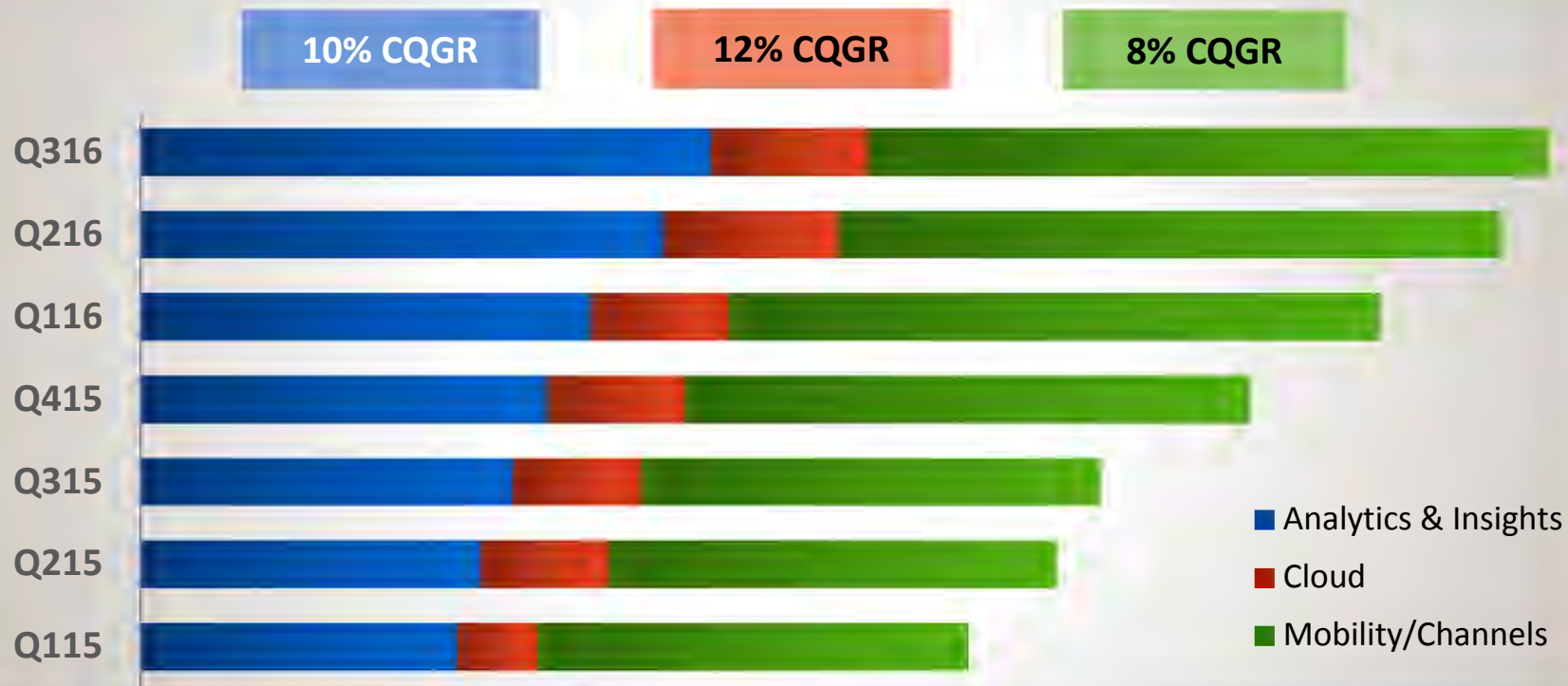


**Partnering 52% of
clients on Digital**

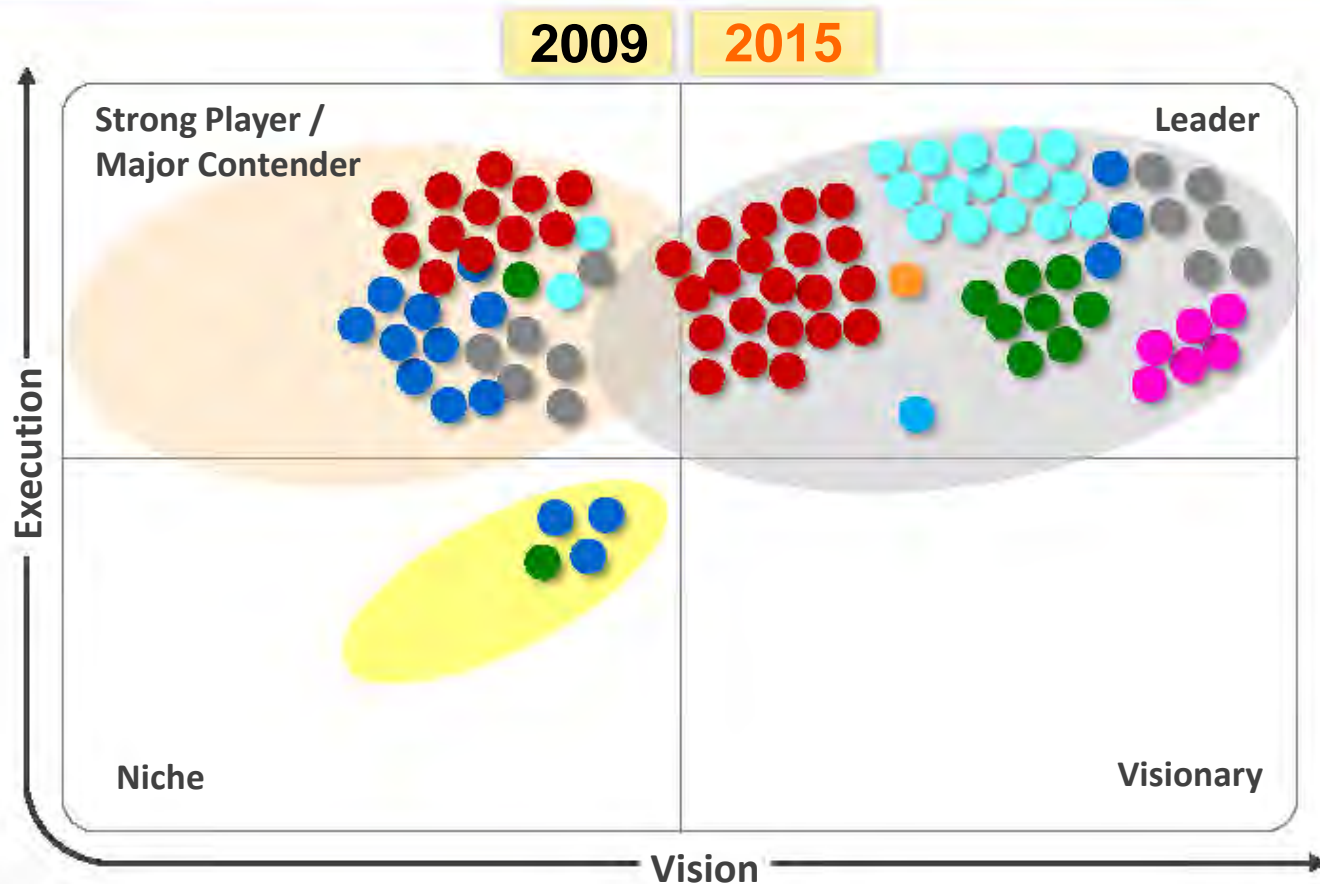


Gaining Leadership in Digital

Revenue Growth Across Offerings



Investment Payoffs | Market Recognition



Investment Payoffs | Growing Customer Traction

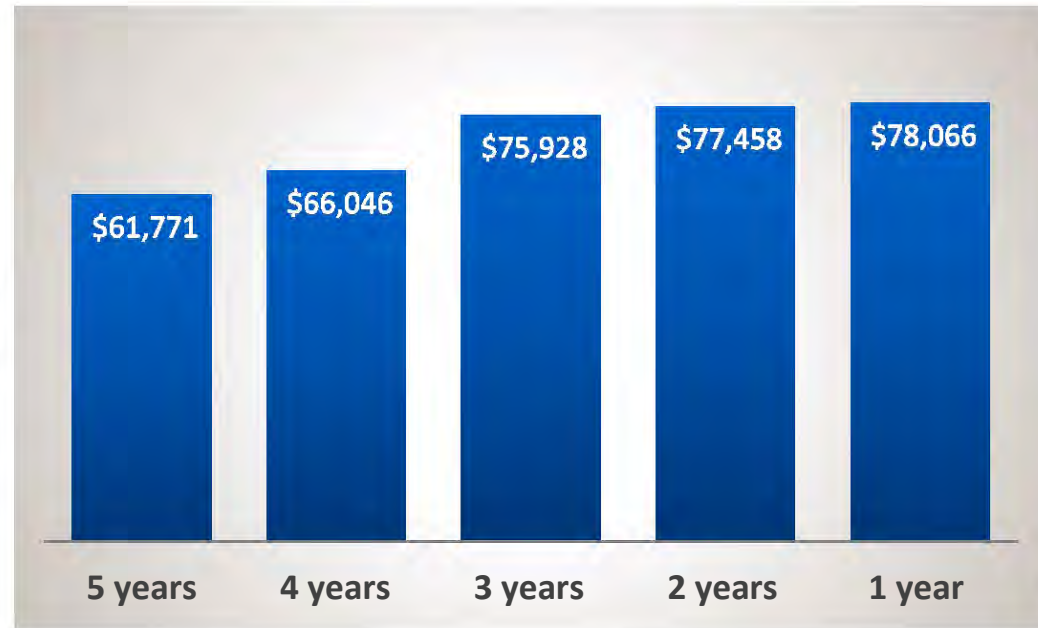
	CY10	CY11	CY12	CY13	CY14	CY15
US\$ 100m+ Clients	9	14	16	22	25	34
US\$ 50m+ Clients	25	39	47	55	65	65
US\$ 20m+ Clients	76	95	114	129	159	173
US\$ 10m+ Clients	139	161	185	224	249	281
US\$ 5m+ Clients	200	235	273	333	387	413
US\$ 1m+ Clients	434	512	551	711	764	838

Investment Payoffs | Higher Productivity

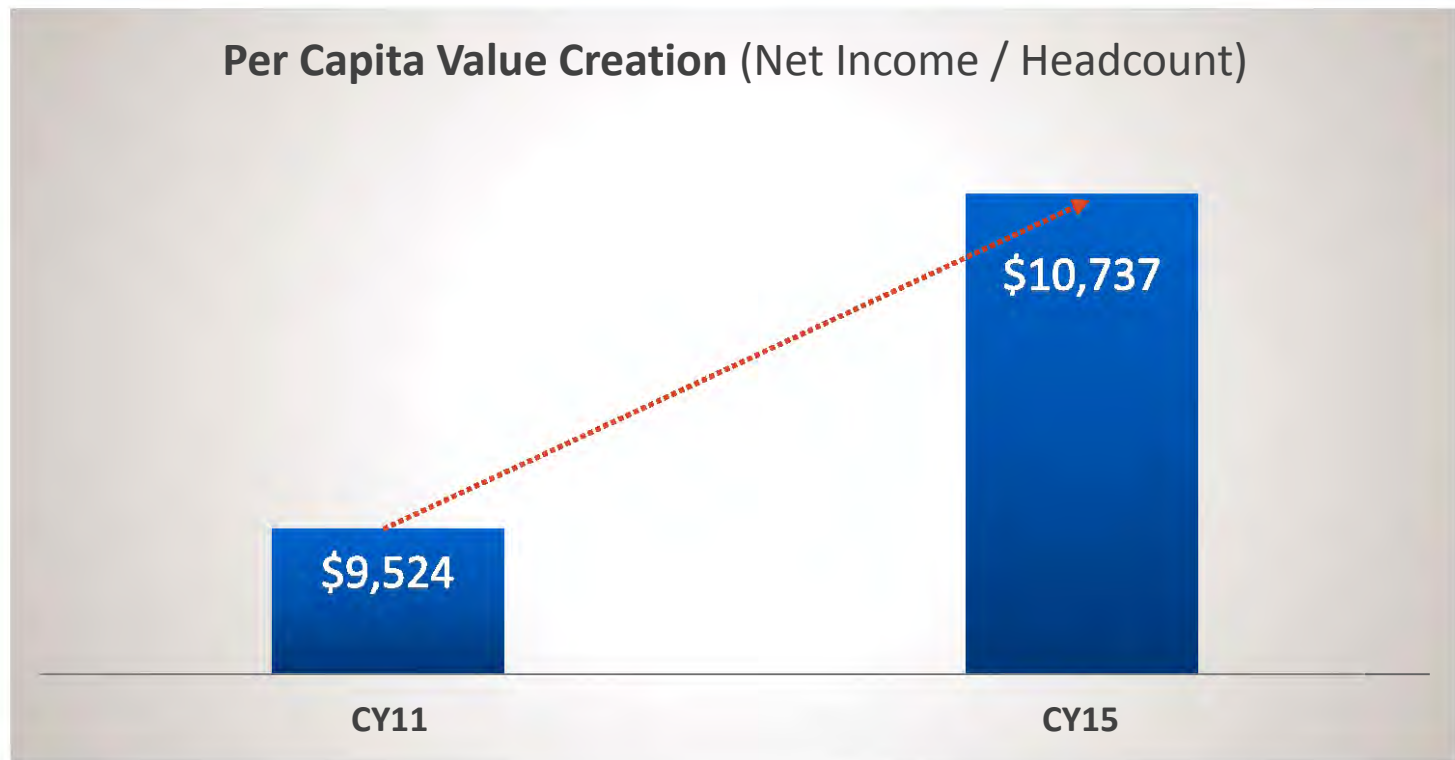
Employee Productivity Rev in \$/ Headcount



Incremental Employee Productivity Inc Rev* in cc / Inc Headcount



* CY11 to CY15

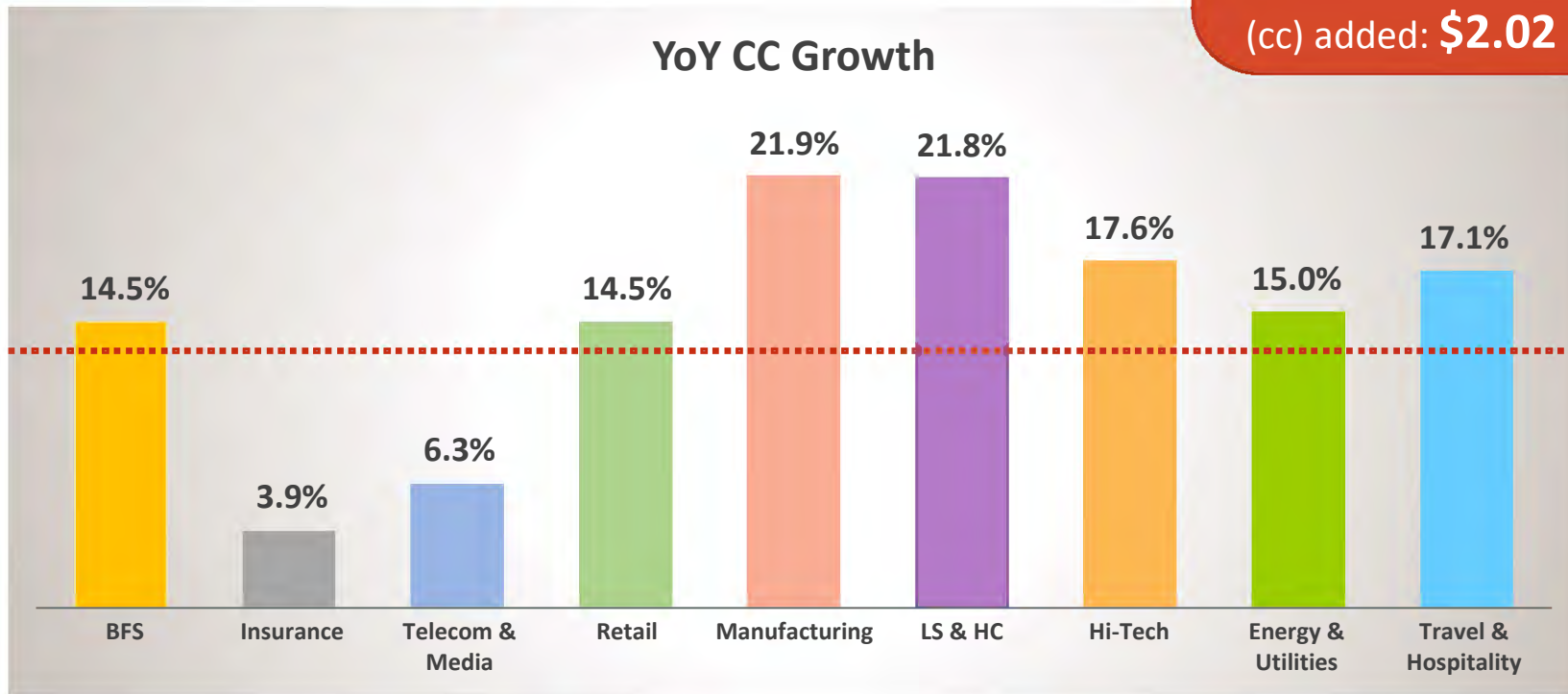


The Year of the Master title style



Our Core Business Performed Very Well In CY15

CY 2015 over CY 2014



Without Compromising on Revenue Quality

	CY 11 to 15	CY 15
Incremental Revenue	\$ 8,610	\$ 1,182
Incremental Net Income	\$ 1,891	\$ 249
Incremental Margin	22.0%	21.1%

Forward looking
Backward looking
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In Summary

Digital is Default

We have made the necessary investments

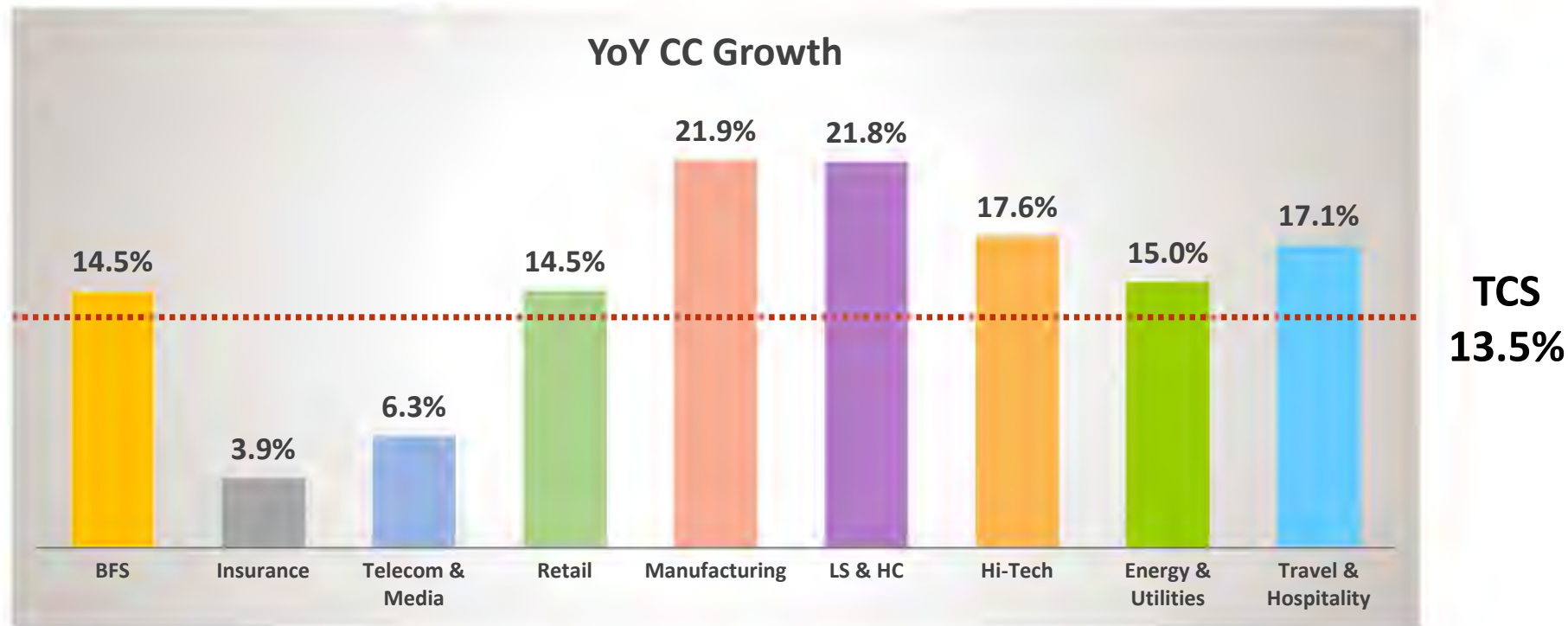
Digital Partner for key clients in every vertical

Core Portfolio is doing well

Well positioned to gain further

Our Core Business Performed Very Well In CY15

CY 2015 over CY 2014



Thank You

Thank You

IT Services
Business Solutions
Consulting

