



Manufacturing
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TCS ANALYST DAY

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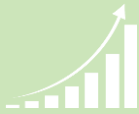
TATATA
TATATA

TCS In Global Manufacturing Services

Healthy
Financials



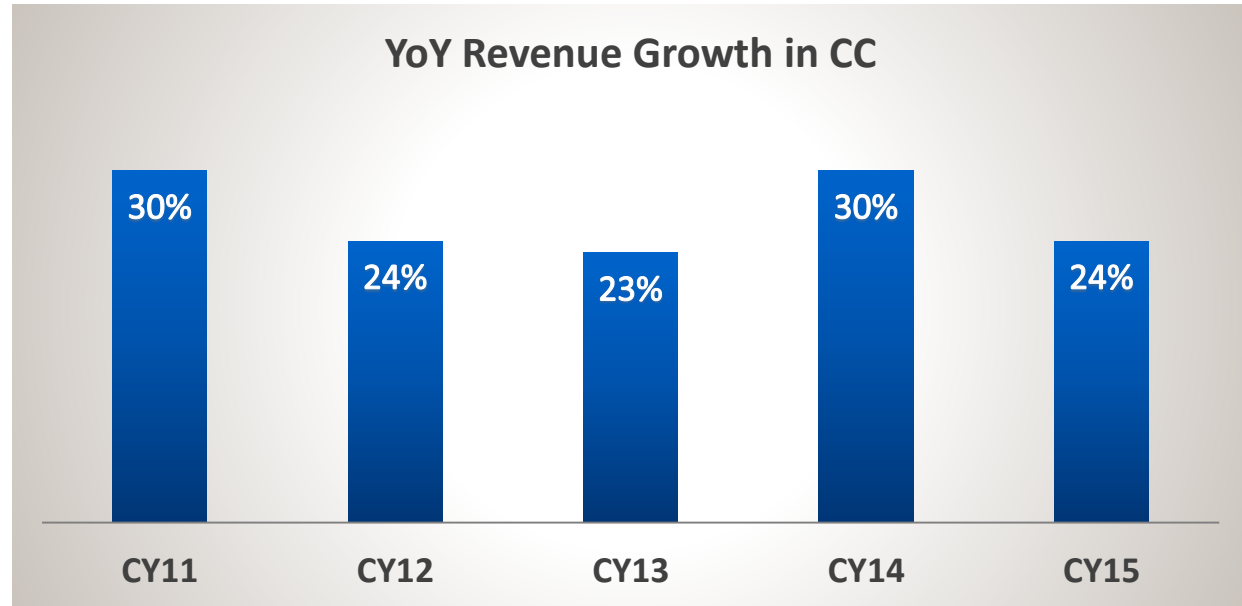
Market
Trends



Growth
Drivers



YoY Revenue Growth in CC



Continue to Consolidate Global Leadership Position

Market Trends in Manufacturing Industry

Healthy Financials



Market Trends



Growth Drivers



Automotive

- Tier-1's become Software Centric
- OEMs focus on Digital Customer Experience

Aerospace

- Production Rate focus through Automation
- Defense business slowdown

Process

- M&A for Business Efficiency
- Cost Optimization

Industrial

- Diversification into Services
- Cost pressures due to slowdown in demand

Leading Technology Trends

Increase in Cloud Services uptake, including Enterprise Cloud

Emergence of eCommerce channel for selling parts and services

Outsourcing of R&D and Product Development gaining strength

IoT driven Connected Customers, Connected Products and Smart Manufacturing

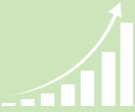
3 D Printing in early phases of commercialization

Break through Digital Engagements

Healthy
Financials



Market
Trends



Growth
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Digital
Reimagination™



Re-imagination & Digitalization of Manufacturing Enterprises

Automotive OEMs

- Early Warning System
- Next Gen Infotainment
- Scientific Forecasting

Heavy equipment manufacturer

Connected Diagnostics

Largest Industrial pumps manufacturer

Front Office Transformation

3D printer manufacturer

E Commerce channel

Diversified Industrial Conglomerate

Digital Configurator for Engineered Systems

Aerospace OEM

In-plant Mobility

Multinational conglomerate

IoT Connected Home Assurance

Power Management Company

Channel Re-imagination with B2B eCommerce

Connected Diagnostics



A leading engine manufacturer addressed the single most important KPI for its customers – availability and uptime – leveraging Telematics and Big Data Analytics

190
Countries

Tier 1 supplier in
Multiple markets

7200
Dealer Locations

50,000
Connected Engines

Customer Experience



Enhanced experience with OEM /fleets

Real-time Early Warning



Early warning before critical breakdowns

Engineering Analytics



Leading / Lagging indication of engineering flaws

Improved KPIs



Performance based Logistics Contracts

Improved Product



Inputs to product design

Product Servitization driven by IoT

Next Gen Infotainment



In a first, TCS partnered an OEM to build their premium in-car experience platform, as a partner of choice from 'concept to design'

6 Million
Lines of Code

12+ Tier 1
Partners

7200
Dealer Locations

50 Models
On the Platform

Concept



Conceive and Design

Features



Tablet Type Fluidic Design

Design



Rapid Prototyping

Integration



Complex Vendor Ecosystem

Platform



Inputs to product design

Connected Customer



Thank You

IT Services
Business Solutions
Consulting

