

TCS Business Strategy and Value Creation

An Overview of TCS Strategy

TCS is an IT services, consulting and business solutions organization partnering with many of the world's largest businesses in their transformational journeys for the last 57 years.

Global Presence and Expertise: - Deep domain expertise across multiple industry verticals - Comprehensive portfolio of services and offerings - Service categories: Application development and management, digital transformation, AI, data and cloud services, engineering services, cognitive business operations, cyber security, products & platforms - Target every C-suite stakeholder

Geographic Footprint: - North America - Latin America - United Kingdom - Continental Europe - Asia Pacific - India - Middle East Africa

Primary Go-to-Market Business Segments: Five key vertical clusters represent TCS' industry-focused approach: 1. Banking, Financial Services and Insurance (BFSI) 2. Communication, Media and Technology (CMT) 3. Consumer Business 4. Life Sciences and Healthcare 5. Manufacturing and Others (Energy, Resources, Utilities, Public Services, Products)

Strategy for Sustainable Growth:

Customer-Centricity Foundation: TCS has successfully navigated multiple technology cycles since inception, transforming and adapting to build relevant new capabilities and helping clients realize benefits of innovative technology.

Key Pillars: - Customer-centric world-view helps spot trends early - Embrace business opportunities through right investments - Mitigate risks while discharging social and environmental responsibilities - Broaden and deepen customer relationships - Continuously look for new areas to add value

Investments and Capabilities: - Research and innovation - Emerging technologies - Intellectual property - Deep contextual knowledge of customers' business and technology landscape - Proactive pitching of ideas and solutions - Improving clients' topline - Driving competitive differentiation

Value Creation: Through integrated business model using five capitals: - Financial capital - Manufactured capital - Intellectual capital - Human capital - Natural capital

Strategic Responses to Opportunities and Threats: 1. Technology-led disruption 2. Macro factors 3. Customers 4. Talent 5. Competition

Results: - Deep and enduring customer relationships - Vibrant and engaged workforce - Industry-leading profitability - Steady expansion of addressable market - Proven record of delivering long-term stakeholder value

****Theoretical Background**** This section provides theoretical foundations and core principles underlying business strategy. It explains conceptual models, foundational algorithms, and frameworks practitioners use to reason about the topic.

****Core Concepts**** - Definitions and formalization of the problem domain. - Key models and abstractions used in analysis (e.g., probabilistic models, optimization objectives, architectural

patterns).

****Mathematical / Conceptual Models**** Where applicable, include concise descriptions of relevant mathematical concepts: probability distributions, objective functions, complexity considerations, system-of-systems models, or governance/control loops.

****Implications for Practice**** Practical implications, trade-offs, typical deployment considerations, data needs, evaluation metrics, and governance or compliance concerns.

****Further Reading & References**** Pointers to canonical textbooks, surveys, standards, and influential papers that help deepen understanding.