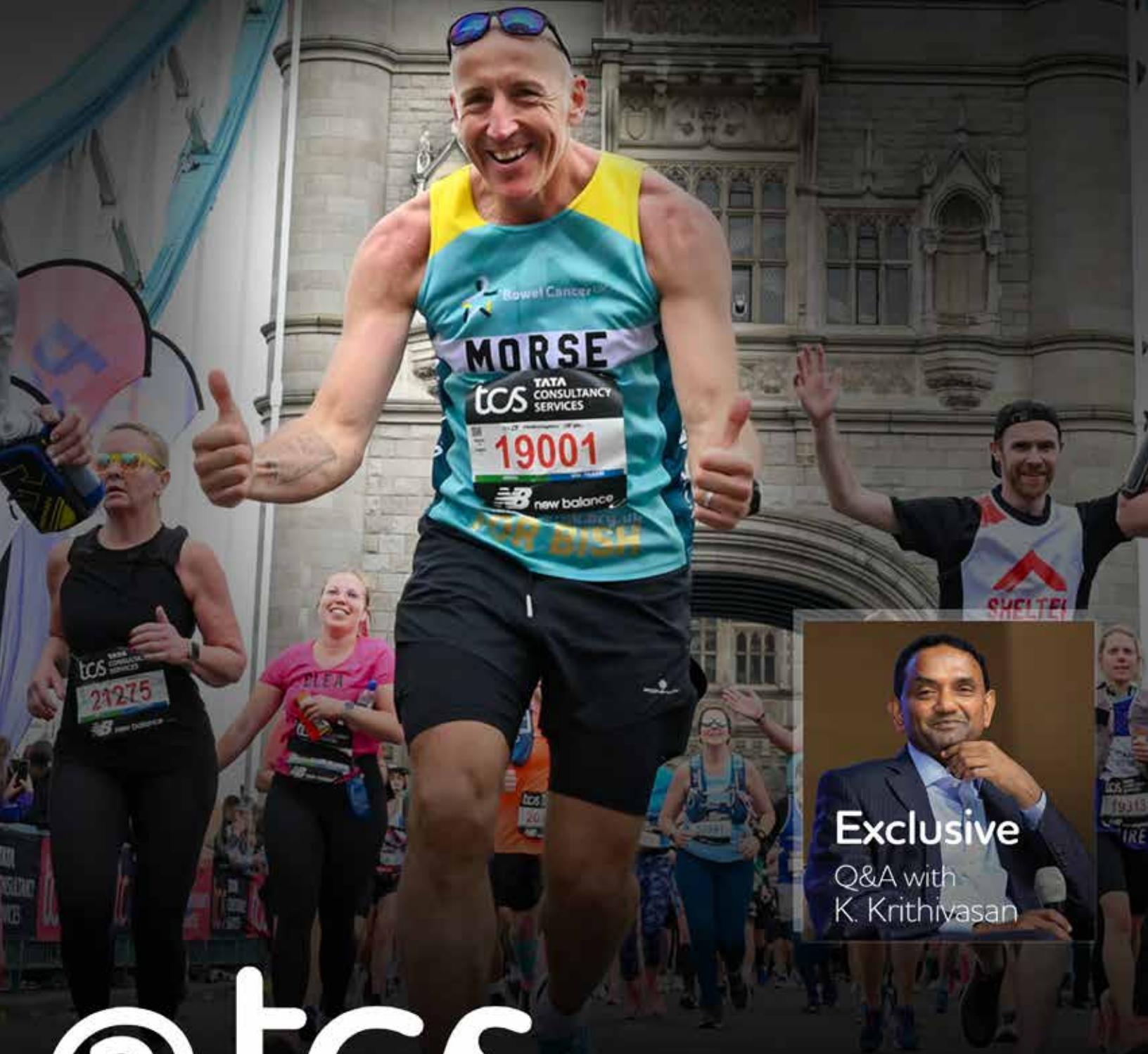




# #TCSRunsLondon



@tcs



**Exclusive**  
Q&A with  
K. Krishnayyan

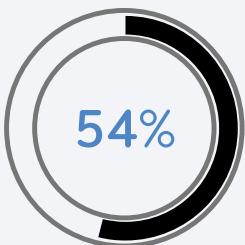
• May - June 2024

# From potential to performance. By design.

## TCS AI for business study



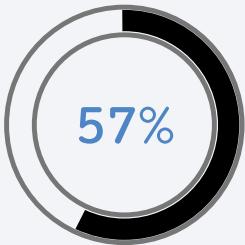
### An optimistic outlook on AI's impact



More than half believe the impact of AI will be greater than or equal to the internet



More than half believe the impact of AI will be greater than or equal to smartphones



More than half say they are optimistic or excited about AI's potential impact on their business

### About the study:

TCS surveyed approximately 1,300 senior executives across 24 countries in Asia, Latin America, Europe and North America, more than half with revenue over US\$5 billion. The report includes the results from respondents across all 12 industry sectors in the survey.

For more information visit [on.tcs.com/global-studies](http://on.tcs.com/global-studies)

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To Hear From You**

If you have a suggestion, an opinion or a perspective to share with the @tcs team on how we can enhance the magazine, we are listening. Feel free to contact us at [internal.communications@tcs.com](mailto:internal.communications@tcs.com)

## Editor's Note

Dear Readers,

It's tough to wrap our heads around the fact that half of 2024 has been done away with! This year is whizzing past, but we are blessed with tailwinds at TCS to keep the momentum going, with gusto.

The current edition of @tcs magazine that you have in your hands/ are reading online is a special one. Why, you ask? Well, in an Exclusive, our affable **CEO and MD, K. Krishivasan** takes time out for a freewheeling chat with us – here's an unmissable opportunity to uncover the person behind the leader. His humility is his biggest strength, as he takes us through how overwhelming it can be in the top spot, while also spotlighting his plans for the organization, important industry trends in IT, and how, using his trademark gentle-yet-firm approach, he has struck a good balance between employee and client needs.

In addition to this, we call out to all fitness enthusiasts with two special treats. Our Lead Story highlights the TCS London Marathon – which saw more than 53,500 participants finish the course, breaking 44 Guinness World Records across fitness and fundraising – along with a special Spotlight on the 16th edition of the TCS World 10K Bengaluru, where over 28,000 participants tested their endurance power.

Then there are the sparkling TCS Blitz 2024 winners, whose joyous faces light up the magazine in the Special Feature, while the Special Focus is all about celebrating TCS CodeVita winners.

For lighter reads, this edition has a refreshing line-up of content from TCSers, including a journey to bird paradise Mangalajodi in Odisha as witnessed by Chai Eng Law (Lounge), a tale of gold at the WPC Open Powerlifting World Cup featuring Pradeep Kasam (People of TCS), and for all the chess enthusiasts out there, we have Mani Singh Tuteja who also happens to be a Contextual Master™ (CM) in our 'How I Learn' segment.

All this and more in your favourite magazine. We hope you enjoy reading this as much as we had fun putting it together!

Until we meet again,  
**The Editorial Team**

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# Playing for a win

When it came to devising a learning strategy for himself, find out how Contextual Master™ and Lean Six Sigma Green Belt™ professional **Mani Singh Tuteja** turned to chess, a game in which he had the honor of representing the state of Maharashtra

By @tcs Editorial Team

**Mani Singh Tuteja**  
PMO Lead

Experience: **10+ years**  
Total Courses: **1,044**  
Total Competencies: **232**  
Total Certifications: **254**  
Total Learning Points: **17,565**  
T-Factor: **1.99**



## How did you begin your learning journey? What motivated you to keep going?

When I joined TCS in March 2018, my primary focus was completing the mandatory trainings on iEvolve. Soon, I began exploring the courses offered by external vendors, whose names appeared at the bottom of the iEvolve page. It was almost as if a spark had been ignited within me that inspired me to keep learning. I still remember the time that TCS had announced its vision to become Enterprise Agile by 2020. I stayed up the entire night and finished my Agile certification within less than 24 hours.

## Was there any conscious strategy that you adopted in your journey to achieve such a large number of competencies and certifications?

Much like chess, my strategy was not to settle for a draw or loss but instead to win the game. By embracing continuous learning as a way of life, I set a target for myself of completing a learning program a day, which would take up not more than 15 or 20 minutes of my time. By the end of the first year, I had devoted 300 days to my learning journey. I then decided to allocate five to six hours in a day to learning. While my initial interest was in banking related courses since I was working for the Banking, Financial Services, and Insurance (BFSI) Business Group, I gradually looked at other courses such as Python and recently even explored aerospace engineering since I'm presently working on an account for the world's largest aerospace company.

## How does it feel to be celebrated as a Contextual Master™ (CM)? How does contextual knowledge create value in your profession?

It was on the basis of an idea which reduced the number of hours taken to process dispute cases from 10 to 6 for a banking account that I earned the distinction of being recognized as a CM in October 2020. Through my contextual knowledge, I'm now able to articulate a message properly and share that knowledge with everyone. One of the most rewarding experiences for me has been as a CM mentor, helping 25 people from my account become CMs during the course of a single quarter.

## What have been your key takeaways from the learning programs at TCS? Was there any program that stood out for you?

LinkedIn Learning, particularly the mobile app, has proved to be quite beneficial since it enables me to learn on the go. I also took advantage of the several Virtual instructor-led training (VILT) programs offered by TCS. I gained invaluable exposure to qualities that make a great leader through TCS programs such as ASCENT and Embark. Today, my primary goal is to reach a T-Factor score of 2 and learn more about evolving technologies such as Artificial Intelligence and Machine Learning. I have currently one training pending in PowerPlay 1 of the TCS Elevate Wings 2 program.

## What advice would you give someone who is yet to embark on their learning journey?

I believe that no knowledge is ever going to be a waste for you. Start by taking baby steps and once you have perfected that, make it a part of your daily activities. @

# An onward journey

A year of change, a year of hope. On June 1, 2023, K. Krishivasan took over as CEO and MD at TCS, ushering in a wave of newness, while simultaneously borrowing from what already makes TCS a formidable place to work. In conversation with **@tcs Editorial Team**, K. Krishivasan recalls some of the landmark moments of his illustrious career, while also sharing his vision to lead the organization as it continues to scale heights. Edited excerpts

**F**rom the time that you first walked into the TCS office in Delhi in 1989 to taking over as the CEO and MD, how would you sum up your journey thus far?

I vividly remember the day when I first walked into the TCS office in Delhi on July 28, 1989. Then, all of 24 years, still finding my feet, and determined to make a mark for myself, I remember being struck by the vision and fearlessness apparent in the pioneering work of the company. I discovered in my mentors the DNA of TCS — its leadership — who played an instrumental role in my growth at TCS. I could never have imagined that one day, I would have the honor to lead one of the world's largest and greatest IT companies.

#### Do you remember your first project?

I worked on a project that TCS had undertaken for UNICEF, which primarily focused on its budgeting system. This project was carried out in the Lodhi Road premises belonging to TCS Delhi.

#### You had mentioned earlier that you essentially regard TCS as your home. Would you like to elaborate on that?

Over the past three decades, through a gamut of challenging and fulfilling roles that I was fortunate to be entrusted with, I have found in TCS a place that I could fondly call my home. You might be familiar with the saying that at TCS, we don't just offer jobs, we offer careers. I would like to go a step further and affirm that TCS not only gives you colleagues but instead gifts you friends for life. I was fortunate to have formed

enduring bonds with trusted colleagues at TCS who grew into friends. The reason you feel at home at TCS is because you have the comfort of knowing that you are always among friends.

#### Could you sum up how the past several months have been for you?

I must confess that it has been quite overwhelming to start with! In my previous role as the Global Head of the Banking, Financial Services, and Insurance (BFSI) Business Group at TCS, I gained exposure to the business part of the Group. However, given that TCS is a very large organization, in my current role, there are several components apart from business that need to be attended to, along with multiple decisions that have to be taken at any given point in time. But then again, if you look closely at the ecosystem that TCS provided me with during the crucial period of transition last year, countless people came forward to offer their support. That is probably the best thing about TCS; the whole system wants you to succeed.

#### In your view, how do customers perceive TCS at the moment?

Our core strength lies in the fact that we are a technology company that has consistently tapped into its vast reserves of domain knowledge. We must endeavor to be seen as being at the cutting edge of technology. Many customers still regard us only as a technology company. Let me put it this way—if a customer has a problem, would TCS be the first company



they would approach or would they engage with us once they have thought of a possible solution that they would like us to execute? In the current scenario, our customers often choose the latter option. But we want to increasingly move to a position where, if a customer encounters a problem, we devise a solution for them and then proceed to demonstrate how to solve it.

**TCS is renowned for its commitment to the guiding principles of customer-centricity and employee empathy. Would you agree that this is the bedrock on which we have built our engine of growth?**

Absolutely! The foundation on which TCS' success has been built over the years has been our time-tested principles of customer-centricity and employee empathy. These terms do not denote mere buzzwords for us but lie at the very heart and soul of our enterprise. The change in our organizational structure was undertaken last year with the objective of delivering unparalleled value to our customers. For when you stay close to your clients, you not only grow as a business, but you also discover

opportunities along the way for everyone to grow together. This holds true for us as we have been able to deliver the best value to our customers by synergizing our domain and contextual knowledge across units.

This focus on customer centricity over the past year has helped us keep our No. 1 spot of leadership in customer satisfaction for a record 11th year in a row, as assessed by Whitelane Research. I firmly believe that the true measure of an organization's success lies in the strength of its people. Our employees have always been at the forefront of everything we do, and I wish to extend my deep gratitude to each one of you for your unwavering commitment to our organization's stellar growth over the years.

I once heard our Chairman of the Tata Group, N. Chandrasekaran, say that employee empathy is the most important principle. If you take care of your employees, they will, in turn, take care of your customers, which will ensure that your organization grows. Those are profound words. We are continuing to invest in the reskilling and

wellbeing of our people. In fact, over the past year, we reskilled over half our workforce, 350,000 colleagues, on Generative AI skills and tools.

**How are TCS' investments in building a future-ready workforce along with our sustained focus on upskilling and organic talent development paying rich dividends, particularly in the context of creating the leaders of tomorrow?**

We have always achieved growth by giving opportunities to our own associates and training them in new technologies. The primary objective of learning is to stay market relevant, obtain the best internal job opportunities and realize your true potential. It might be worthwhile to revisit the statement made by our Chairman a few years ago when he said that there are legacy technologies, no legacy people.

Because we believe in empowering our associates, we have countless training programs — Wings 1, 2, 3, mid-level training programs, senior management training programs, etc. During the last calendar year, we achieved some

mindboggling numbers — more than 51 million learning hours clocked with an average of 87 learning hours per associate, with over 5.1 million competencies, more than 170,000 external certifications, and over 2.3 million market relevant competencies. Even today, the general consensus is that TCS' L&D program is the best one currently present on the market, which makes our highly skilled employees much sought after. This is because we have steadfastly invested in our employees and given them opportunities; we strongly believe that this will reap rich dividends for both the employees and the organization going forward. I urge you to dream big and embrace the culture of lifelong learning.

**TCS has earned a distinct reputation for itself as a technology powerhouse that has adapted to the evolving needs of its clients. How do we intend to become a future-ready enterprise?**

The road ahead promises to be both exciting and challenging. The possibilities are truly endless with enterprises increasingly relying on technology to reimagine their businesses as customers embark on multi-year transformation agendas. What is becoming increasingly apparent to me is that our customers regard technology as a competitive advantage, and that we are truly well positioned to partner with them in their research and innovation initiatives by applying scientific rigor and a collaborative mindset, as well as relying on research-based innovation to provide impactful solutions to the challenges faced by the customer. I'm certain that our customers will always remain our focus as we strengthen our relationships



“

I discovered in my mentors the DNA of TCS — its leadership — who played an instrumental role in my growth at TCS

with them and deepen our understanding of different industry domains. We will approach this task from a multidimensional industry and technology perspective, while striking the right partnerships, and building the requisite internal capability.

I'm certain that I can count on your support to capitalize on the opportunities that lie ahead of us. We have never been better placed to reap the rewards of our contextual knowledge, innovation ecosystem, technology expertise and execution rigor.

#### **How has Brand TCS become an embodiment of the extraordinary strength of our organization?**

It was indeed a great moment, on the sidelines of the World Economic Forum at Davos, for us to learn that TCS had raised its brand value by US \$2 billion, the highest performance in our industry for the past year. It also cements our position as one of the Top 2 brands in our industry globally.

There are many reasons behind this momentum for our brand. The investments we have made consistently over the years in sports sponsorships like marathons, our growing presence in major forums and industry tradeshows, and a range of strategic marketing programs have all started to kick in. Through all these channels, we engage 180,000 business leaders with our brand every year. Additionally, we have seen an uptick in perceptual indices like customer satisfaction, the preference of TCS as a partner, and analyst

assessments of our capabilities. 81% of key analyst reports show TCS as a leader in the industry, service line or region they cover. Having a great family of over 600,000 colleagues who are proud ambassadors of our brand and imbibe its values, is also a tremendous asset in bringing our brand to life with our clients and the community.

We believe we are on the right track and will continue to deepen our investments to further strengthen our brand and its relevance to our clients. What is important to mention here is that it is also the dedication of our associates that has made all the difference.

#### **How has our brand strategy contributed to making TCS a formidable force?**

At the recently held global leadership meeting for TCS, called TCS Blitz, we unveiled a new strategy to determine both our future focus and investments. We have called this approach "Refresh, Realign. Reinvent." and it caters to the following:

- **Refresh** — Strengthen what has made us great and loved by our customers. It deals with how quickly we can differentiate TCS by simplifying and relaunching offerings with real, true, intrinsic value to customers, in both segments and markets. It is about strengthening what we have been doing all along but modernizing it for the current times.
- **Realign** — Drive excellence in engineering and everything we do. How can we solidify our 'core' and



“

**Our employees have always been at the forefront of everything we do, and I wish to extend my deep gratitude to each one of you for your unwavering commitment to our organization's stellar growth over the years**



drive excellence in everything that we do? It would mean faster decision making, extreme collaboration, optimized roles, enhanced productivity, less idle time, aligned teams, greater transparency and accountability, and improved positioning overall through insights, data, and tooling. So, through this we wish to raise the ambitions on many of our recent investments.

- **Reinvent** — Looking at the next frontier and being future-ready. It's about becoming a 'disruptor' from being 'disrupted' in our field of horizon. It can entail several things like getting into new businesses, flexible operating models, encouraging internal crowdsourcing, finding new levers of growth – efficiency – innovation, nurture incubators, autonomous units, and ventures that we are doing hitherto.

We are working through many initiatives on these fronts and continue to invest in talent, innovation, our brand,

our operating presence and creating new solutions and businesses.

On the innovation front, we have deepened our network of co-innovation hubs, called TCS Pace Ports™, adding London and Paris to the existing facilities in Amsterdam, New York, Pittsburgh, Toronto and Tokyo. This network has built for us a strong ecosystem of academia, startups, tech partners and regulators, to bring the cutting edge of innovation to our clients. For example, at the Paris Pace Port, we have announced the creation of a new AI Center of excellence that will work on brain-machine interfaces, teaching empathy to robots and using GenAI for improving the experience of arts and culture.

#### **What are your thoughts on Generative AI technologies and the opportunities they present?**

Undoubtedly, the technology wave that has everyone's attention over the past two years is Artificial Intelligence. We are working extensively with our clients in



experimenting with Generative AI, scaling up deployments and working on longer term strategies on how AI can transform their business ecosystem. The potential here is immense. A recent study that TCS did of 1300 business executives from across the world, showed that 94% of them have active plans and deployments in AI, and a clear majority of them consider the potential of this technology to be greater in impact than the Internet or the smartphone.

Today, there are plenty of isolated use cases of Generative AI that we are instantly fascinated by. But more importantly, the question that we need to be asking ourselves is whether this solves a business problem or not. That every organization has to set up their Generative AI strategy is a given. We, at TCS, have adopted an integrated approach by devising a broad framework to capture this market opportunity. We intend to create a purposeful model that will focus on different domains and build an overall guardrail that will ensure that only the right questions are being asked with the added benefit of built-in safety measures.

I had mentioned in our earnings call that we have hundreds of patents in AI along with significant advancements that we have made in this field through Research & Innovation. We

continue to deepen our partnerships with the hyperscalers as well as other important AI technology players and have recently created a new group called TCS AI.Cloud that will consolidate all our public cloud units and AI initiatives.

At the 54th Annual Meeting of the World Economic Forum in Davos earlier this year, one of the key areas of discussion was AI, the opportunities it poses and how we can use it responsibly. It is imperative for us to remember that the most effective use of Generative AI will be in augmenting human creativity, rather than in replacing humans. The World Economic Forum predicts that AI will be a net job creator between now and 2027. The need to reskill people must be our first priority towards realizing this opportunity. In addition to training over 150,000 employees in the foundational skills of Generative AI, we recently launched our immersive AI Experience Zone for our associates to build deeper competencies at scale with hands-on experience, providing innovation and experimentation opportunities to TCS associates on multiple Generative AI technologies.

We are well on our way to creating one of the largest AI-ready workforces in the country.

**Given that our relentless pursuit of excellence is built into the very DNA of TCS, how does that aid in our ability to deliver top-notch solutions to clients?**

The relentless pursuit of excellence is a core value of our organization. Most importantly, what it ensures is that our associates don't just stop at meeting the requirement given by the customer. When you are on the quest for excellence, you're not merely working towards achieving a stated goal. Instead, you strive to find the best possible solution that nobody else has thought of. Our associates have gone beyond the call of duty time and again, which has only strengthened the relationship that we share with our customers and the trust that they have placed in TCS as an organization.

**Over the past few months, you have spent a considerable amount of time interacting with customers. How has your experience been of engaging with them on a personal level?**

I have had the opportunity to meet several clients and engaged in wide-ranging conversations revolving around technology, their own growth plans, how they look

at their future, how they are planning to navigate the geopolitical landscape, strengthen their supply chains, create workplaces of the future, and work through changes. The most striking revelation for me has been the consistently uniform depth and quality of the relationships that our teams have formed with our customers over the years. Everywhere I went, I observed that our customers unfailingly expressed a deep sense of appreciation and loyalty towards our work and their unwavering belief that TCS would do right by them. All our future aspirations of scaling up and delivering in accordance with our customers' expectations are based on the robust foundation of this long-standing relationship.

**What role can diversity, equity, and inclusion play in today's work environment, given the enormous size of TCS' workforce?**

I believe that these are not merely principles that we need to adhere to, but instead ones that lie at the very heart of our business. Why do we want to embrace diversity? The reason behind this is that people coming from different backgrounds bring in a wealth of diverse thoughts,





which adds an inherent resilience to the overall fabric of the organization. At the same time, people belonging to diverse backgrounds have rightfully earned their position on their own accord by offering solutions and adding much-needed value, not because they are a token representation of diversity.

**What are your thoughts on the TCS values and how we should try and imbibe them in our daily lives?**

I'm not sure if I would like to necessarily rank them in any particular order, but to me, integrity is the most important TCS value that we should live by. If you have integrity built into whatever you do in your day-to-day proceedings, everything else will effortlessly fall into place. I believe in the fundamental principle that you must be a good human being first before you can be anything else. Therefore, you cannot be a good leader without being a good human being.

**From your own journey and experiences, does anything stand out to you as an example of where we went above and beyond the call of duty while serving our customers?**

I don't want to quote a specific example per se, but if you recollect the time of the pandemic, most of our customers did not expect us to be ready to attend to their requirements. But what I was most amazed by was the single-minded resolve demonstrated by our associates during that trying phase, as they did everything that they could possibly do to not let

our customers down. In fact, I vividly remember a picture that was sent to me of our women employees from Chennai, standing patiently in a queue to carry their desktops in shopping bags. Some of them traveled as far as 20 kilometers to reach their offices, returning home very late in the evening, and setting up their systems to ensure minimum disruption to their work. This rich culture of employee loyalty that we have fostered over the years is something I will not easily forget.

**How do you like to spend time outside of work?**

I enjoy spending time with my family and meeting my friends and relatives. I sometimes like watching old movie songs on television. I also enjoy running and earlier in the year, I participated in the Tata Mumbai Marathon in the 10K category.

**What's your favorite movie genre?**

I cannot sit through an entire film but I'm fond of watching song sequences from old films. By that, I mean very old... 1990s is what I would categorize as 'very new'. I like black and white cinema because I'm new to the world of films shot in color.

**You joined the company in 1989 and now, you are the CEO.**

**What's your advice to people on how to succeed in TCS?**

I have never said "no" to any opportunity that has come my way irrespective of the potential benefit that I might

obtain from it to advance in my career. The only piece of advice that I would like to give is that you need to be perceived as someone who demonstrates a can-do attitude in your demeanor and remarkable resolve when it comes to achieving the task at hand. This positive disposition towards your work will seldom go unnoticed, and gradually, you will discover that newer and better opportunities will find a way of reaching you.

And, continue to place your trust in TCS because regardless of the outcome of your efforts, the company will always take care of you. This element of trust inherent in the organization and the attitude that you display at work, are crucial to your success at TCS.

**How important is it for us as an organization to take the time to mentor people in our teams?**

Throughout my entire journey at TCS, I have been fortunate to work closely with some of the finest leaders

that our organization has produced, many of whom I regard as my mentors. In fact, when I returned to Delhi from Los Angeles, I was assigned a project where K. Paddy was the Group Leader and N. Chandra was a Project Manager. Often, by closely observing the behavior of my role models, when confronted by various circumstances, I was able to acquire new skills that I could then recall and implement while tackling a particular task. During those days, it was a fairly common practice for our leaders to spend an hour with us while patiently giving us feedback, which was then documented in an appraisal book.

We have always been recognized as a fair organization which encourages its employees to unhesitatingly voice their concerns. In keeping with this spirit ingrained in the fabric of our organization, I want to assure you that I'm here to listen to your queries and suggestions and will endeavor to identify the most suitable solutions to address them. @





# #TCSRunsLondon

This year, TCS London Marathon saw staggering numbers as more than 53,500 participants finished the course, and broke 44 Guinness World Records across fitness and fundraising. As always, the grand event didn't disappoint on scale or participation

By Shannon Gielty

The 2024 TCS London Marathon set out to bring sport, technology, and passion together to transform lives and communities. The marathon weekend brought an amazing display of human spirit as runners of all ages, backgrounds, and abilities from across the world came together in London. Despite their differences, all these participants were connected by the same goal – to take on this challenge and make a difference, both for themselves, and for the communities and causes supported by the marathon. This year's marathon saw staggering numbers as more than 53,500 participants finished the course, and broke 44 Guinness World Records across fitness and fund raising.

Returning for our third year as title partner of the TCS London Marathon, we continued our mission to showcase how sports and technology can work hand-in-hand with human passion to transform the racing experience—from training to the track. We also once again demonstrated our commitment to using the marathon as a vehicle for impactful social change, from benefitting the local area and

schools, to fundraising for beloved charities and empowering wider communities.

## The countdown to the race

The weeks leading up to the race had an array of activities for TCSers and participants to help get them ready for their challenge. TCS Run Club hosted an exclusive advice session with elite athlete and Run Club Ambassador Reed Fischer, who addressed key questions runners had as the race approached.

The 2024 TCS London Marathon Running Show also returned to the ExCel Centre, London, for four days of exciting pre-race displays. This year, the TCS stand showcased the innovative AI-powered Digital Twin technology. Alongside our digital heart hologram display, the main attraction at the TCS booth this year was the Holo-Studio, which allowed visitors to create their own Digital Twin and leave with a unique video of them and their holographic twin. Of the 92,000 visitors to the TCS stand, over 2,000 people engaged with the Holo-Studio experience.

TCS' Digital Twin technology allows us to create duplicates and analyse how different factors

impact us, potentially revolutionising personal healthcare of the future. Using the example of a state-of-the-art Digital Twin Heart that was created for celebrated marathoner Des Linden, we showed how digital twin technology can accurately predict performance and inform training, revolutionising how athletes train.

#### Official 2024 TCS London Marathon app returns

2024 also saw the return of our immensely popular Official TCS London Marathon app, powered by TCS, which was downloaded a record 693,400 number of times. This year's updated app offered a host of new features to enhance the marathon experience for runners and spectators alike. The new Wayfinder feature helped viewers to identify the estimated time their monitored runners would reach specific landmarks, allowing them to navigate their way to said landmarks on the route to cheer runners on. Contributing to participants' chosen charities

was also simplified and boosted with a new Donate feature which allowed easy and secure donating. Also new for 2024 was the ability to track TCS Mini London Marathon participants, which allowed users to track a child's run using their bib number to maintain a safe and secure environment. Around 224,000 personalised messages of encouragement were sent to runners along the course through the highly popular Belief Booster feature. These successful new features evidence how technology can boost the marathon experience for spectators as well as runners.

#### Team TCS Teachers programme making waves

At TCS, we understand that a vital part of inspiring future generations is done by empowering the teachers guiding them. This year was the second for our Team TCS Teachers programme, where we



offered 15 marathon places to educators who have demonstrated passion and commitment in developing children and young people. These teachers were also granted access to some of TCS' flagship STEM education programmes, such as goIT and Ignite My Future, enabling them to offer students unique opportunities to learn and progress, furthering TCS' commitment to integrating future generations with education in technology. Seeing their teachers get involved also motivated many students – 80 children taught by members of Team TCS Teachers

participated in the TCS Mini London Marathon this year.

#### A race for the little ones – TCS Mini London Marathon 2024

The TCS London Marathon weekend kicked off on April 20 with the TCS Mini London Marathon. Young runners of all backgrounds and abilities joined their peers to take on the course. This year's TCS Mini London Marathon also saw a record turnout of over 12,900 young participants, of which 280 were children of TCSers and clients.

The marathon offered children a chance to not only develop themselves and their skills but also to contribute to their communities and the world around them through fundraising.



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The 2024 TCS London Marathon Running Show also returned to the ExCel Centre, London, for four days of exciting pre-race displays. This year, the TCS stand showcased the innovative AI-powered Digital Twin technology



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An amazing donation total of over £67 million meant this year's marathon set a new world record for the biggest one-day fundraising event

Empowering younger generations was also demonstrated by TCS once again donating £10 per finisher to the participating schools, which they can spend on PE or IT equipment. Overall, through athletic challenge and investment in future education, the 2024 TCS Mini London Marathon provided an incredible opportunity to help future generations develop into the best they can be.

#### The final stretch – Race Day 2024

Whilst last year's marathon was forced to battle spring showers, a glorious sun shone on April 21 as a record-breaking number of 56,314 racers began the long-awaited final stretch of the marathon journey. London was brought to life through the many colorful costumes donned by runners of all shapes and sizes, some

representing a cause dear to them and others simply embracing the joy and fun that came with the challenge.

Runners were greeted along the course by some of London's most iconic landmarks, including Cutty Sark, Tower Bridge and more, setting an immense backdrop for an exhilarating day. Thanks to the features of the app, runners met loved ones and spectators along the way and received messages of support in their moments of struggle.

The iconic finish line where participants finally experienced their moment of personal glory was appropriately situated on the mall in front of Buckingham Palace. Many supporters had eagerly awaited reuniting with their runners whilst enjoying the day at our Team TCS

Clubhouse, where we were delighted to provide a memorable hospitality experience.

As always, marathon day played host to tremendous displays of human resilience. One shining example was a four-way battle for the women's-only world record. As the top participants gave it their all, it would be Olympic champion Peres Jepchirchir who emerged with the record-setting victory time of 2:16:16.

#### A marathon for all

This year's marathon also exemplified our commitment to extending achievements and making a difference beyond the track. An amazing donation total of over £67 million meant this year's marathon set a new world record for the

biggest one-day fundraising event. Donations from the marathon will provide vital support for organizations such as Samaritans – TCS' official chosen charity of 2024. This year's achievements were also made possible by over 6,000 volunteers who gave their time to support the run, as well as 47 TCSers who helped out at the TCS Mini London Marathon. Our commitment to improving lives and futures through the marathon also shone through achievements in diversity, equity and inclusion this year. 2024 was the first year of prize money parity between wheelchair and able-bodied marathon races, ensuring that racers can be equally rewarded and recognised for their successes. Furthermore, this year's racing saw a new world record for the youngest runner with Down's Syndrome to complete a marathon.





#### A victory lap

The 2024 TCS London Marathon was a day of countless triumphs, for individuals and communities alike, that emerged from a long-fought journey of perseverance and passion. TCS is proud to continue as Title Partner for this iconic race as we keep our sights set on further integrating exciting technological developments to evolve running and the Race Day experience. We only plan to make next year even more exciting and invigorating, for participants and onlookers alike! @

# A new kind of 'RRR'

This year's Blitz edition at Abu Dhabi, oriented around the theme, 'Refresh. Realign. Reinvent.', included thought-provoking panel discussions on AI and more, as well as a glittering awards ceremony that saw TCS Chennai walk away with the honor of 'Top Branch' in India

By @tcs Editorial Team

**A** congregation of TCS leadership and high-level performers at the company converged at TCS Blitz 2024, held in Abu Dhabi on February 22 and 23 this year. A celebrated event to recognize and award TCSers – giving them a chance to connect and learn from each other – Blitz is also renowned within the company for its invigorating discussions that set the roadmap for the upcoming year.

TCS CMO Abhinav Kumar kicked off the event by shining the spotlight on the phenomenal growth of the company's brand value in the Brand Finance 2024 study of global brands. In his keynote, TCS CEO and MD K. Krishnaswamy reiterated our recent successful run in the market and exhorted the audience to focus on reviving our engineering mindset and continue to drive growth.

## The winner's mindset

Centered around the theme 'Refresh. Realign. Reinvent.', 2024's Blitz edition acknowledged the effort and resilience of various teams through its annual award ceremony, with categories like best-executed projects, top growth accounts, and top transformational new deals. While TCS Chennai was recognized as the Top Branch in India, TCS UK and TCS Saudi Arabia were recognized in the Top Country category. Enterprise Solutions and Utilities America were recognized as the Top Units under the excellence in delivery category.

Blitz 2024 was marked by a series of panel discussions, that gave attendees much to mull over. As part of a thought leadership exploration on talent and what it means to build the next generation of leaders, it was agreed upon that talent can be assessed not just based on IQ or EQ but also XQ—the ability to think outside the box.

Another panel discussion at TCS Blitz 2024 explored what it really means to put the customer at the center of the TCS universe of work. "Customers don't care how much you know, until they know how much you care," turned out to be the central theme of this interaction. Quoting a Gartner analyst

stating that customers want to be challenged more by TCS, the panelists pointed out that being close to customers means being able to educate them on what is, or could become, important to them.

## AI: front and center

The jewel of the crown at TCS Blitz 2024 was AI; several stimulating sessions revolved around GenAI, with a clear consensus that one needs to develop an AI-first mindset. Both cloud and AI were declared force multipliers, with calendar year 2024-25 predicted to be all about the technology transition happening at scale for businesses worldwide.

A panel interaction that focused on AI and the industry view concluded that the AI movement, as it were, will be industry-led, on the cloud, ecosystem-enabled, and enterprise-wide. Maintaining customer faith and confidence to see TCS as the definitive entity that will deliver on the AI front is non-negotiable, the panel concluded.

## From intelligent marketing to IoT

There were some noteworthy rapid-fire sessions, during which speakers presented some core ideas and projects that they are working on to realign and reinvent TCS processes and offerings. The session on IoT highlighted how GenAI and IoT data can play an essential role at each level of the value chain. The session on capturing mindshare with CMOs outlined the importance of intelligent campaigns and contextual stories to drive growth and connecting brand spend to bottom-line impact.

The cybersecurity session shone the spotlight on the business and reputational risks of lax security and called for a reboot. The session on delivery focused on strengthening our core and underlined firming up our delivery system through collaboration, unlocking the potential of delivery managers, and developing project tools. In the future of software DevOps session, a stimulating GenAI use case was presented. The session on the future of products and platforms highlighted

the use of innovation in banking through TCS offerings.

Another panel dealt with ways to position TCS thought leadership front and center, with the speakers calling it a crucial investment. They added that we should always be two steps ahead of our customers, in turn making them

look good to their stakeholders. The last panel discussion of the day focused on building a winning culture on the frontlines by showing ownership and empathy, thought leadership and leading change, and winning as #OneTCS.

Here's presenting a sneak peek into the awards ceremony, as well as glimpses of the happy winners! @



**Top Deal of the Year — Outsourcing:** GE HealthCare



**Top Deal of the Year — Outsourcing:** JLR Pathfinder



**Top Deal of the Year — Outsourcing:** Petronas



**Top Deal of the Year — Product & Platforms: NEST**



**Top Deal of the Year — Transformation: LBG**



**Top Deal of the Year — Product & Platforms: NOW Pensions**



**Top Deal of the Year — Transformation: SBI**



**Top Deal of the Year — Transformation: ASDA**



**Top Deal of the Year — Transformation: BSNL**



**Top India Branch: TCS Chennai**



**Top New Deal of the Year — Transformation:** Government eMarketplace (GeM)



**Top New Deal of the Year — Outsourcing:** BBC



**Top New Deal of the Year — Transformation:** ASX



**Top Unit — Excellence in Delivery:** Enterprise Solutions Unit



**Top New Deal of the Year — Outsourcing:** Baxter



**Top Unit — Excellence in Delivery:** Utilities America



**Best Executed Program: BT**



**Best Executed Program: Apple**



**Best Executed Program: RBI**



**Best Executed Program: BMO**



**Best Executed Program: SIX Group**



**Best Executed Program: VinFast**



**Top Enabling Function: Delivery Excellence Group (DEG)**



**Top Growth Account:** MetLife



**Top Unit — Operational Excellence:** CMI - UK 1



**Top Country:** TCS UK



**Top Unit - Branding & Positioning:** TCS Europe & TCS UK



**Top Country:** TCS KSA



**Top Unit for Promoting Sustainable Enterprise:** TCS APAC

### Spotlight

## Bengaluru comes to life

On April 28, 2024, the city of Bengaluru awoke to resounding footsteps, as nearly 28,000 runners embarked on the 16th edition of the TCS World 10K Bengaluru, epitomizing determination and a passion for fitness. Here's to reliving the event, through some captivating photos



# A force to reckon with

TCSer **Pradeep Kasam** recently celebrated his silver jubilee at the organization by bagging two gold medals at the WPC Open Powerlifting World Cup held in Kyrgyzstan

By @tcs Editorial Team



You may have come across him in the bustling corridors of TCS, but what you may not know is, he is a champion both within and outside of work. Pradeep Kasam, who has spent 25 years with TCS, recently had some more cause for cheer: he bagged two gold medals at the WPC Open Powerlifting World Cup in Kyrgyzstan. Pradeep's journey with TCS began in 1998 as a mechanical engineer, armed with five years of industry experience. His humble beginnings at General Electric laid the foundation for his ascent, with unwavering support from customers and colleagues alike. Working his way through manufacturing giants like General Motors, Boeing, Chrysler, and Toshiba honed his skills and expertise, as he eventually ascended to the role of Operations Head at TCS in the MFG NAG Michigan team. He is based in Hyderabad.

But it is Pradeep's foray into the world of powerlifting that has truly set him apart. What started as a casual interest in cycling led him to the realm of weightlifting, where his innate talent soon became evident. Despite a brief hiatus during the pandemic, Pradeep's passion for powerlifting endured, propelling him to victory at district, state, national, and international levels.

Balancing rigorous training regimens with professional obligations, Pradeep exemplifies discipline and determination. "I rise before the crack of dawn to pursue my passion," he says. "I credit my morning workouts for sharpening my focus and enhancing my performance at the office." Initially modest about his athletic pursuits, Pradeep eventually shared his achievements with his supportive colleagues,



**“**  
**From accompanying me to competitions to providing unconditional encouragement, my family remains my pillar of strength**

whose encouragement fueled his journey towards success.

In the words of American fashion model and TV personality Gigi Hadid, "Eat clean to stay fit; have a burger to stay sane." In Pradeep's case, it's probably a good biriyani that does the trick! With a meticulous approach to nutrition and training, Pradeep maintains a delicate equilibrium between strength and indulgence. "I embrace my Hyderabadi roots with occasional indulgences in biriyani," he shares with a chuckle. "After all, it is important to strike a balance while achieving athletic excellence."

Beyond the realm of powerlifting, Pradeep also boasts of a vast collection of coins from over a hundred countries. Yet, amidst his myriad interests and commitments, it is his unwavering family support that remains his cornerstone. "From accompanying me to competitions to providing unconditional encouragement, my family remains my pillar of strength," affirms Pradeep.

As he continues to scale new heights, both professionally and athletically, Pradeep's TCS family stands united in admiration and support. With each lift and each stride, Pradeep embodies the spirit of dedication, perseverance, and resilience, inspiring all who encounter his remarkable journey. Here's to Pradeep Kasam, the powerlifting dynamo, as he continues to soar to greater heights, fueled by passion, dedication, and an indomitable spirit. @

# A big bang show

In its 11th year, CodeVita, among the most prestigious coding championships in the world, saw more than 112,000 participants across 32 countries, as intensely competitive candidates fought their way towards the digital equivalent of the 'finish line' in this 'race' for the top spot

By Shamila Fathima

**A**pple's co-founder and inventor Steve Jobs famously said, "Everybody in this country should learn to program a computer, because it teaches you how to think." Now, there's a sentiment we certainly agree with. In today's world, the invisible language of 0 and 1 orchestrates the symphony of our technological landscape. Throughout its time, coding has been the silent architect of our digital evolution, steadily shaping the world we live in. It has transformed industries, revolutionized communication, and unlocked new frontiers of human potential.

TCS has always had a vivid understanding about the inevitability and the significance that coding has in shaping the future, and as a result, it forged an attempt to promote coding among TCSers, 11 years ago. Anticipating its impact, a vision was created to popularize it among the student community. And this was the inception of TCS CodeVita – a global coding contest for the student community organized by TCS, that has stood

as a crucible of coding innovation for 11 spectacular seasons, igniting a competitive spirit, fueling the flame of coding fervor and fostering a culture of excellence in the digital coding arena.

A 24-hour online open book programming contest, with an intent on emphasizing the concept of "Programming as a sport", this contest has encouraged young and budding coding enthusiasts to hone their programming skills through a series of intriguing real-life challenges across a stretch of three rounds with increased levels of difficulty; and an opportunity to win the coveted title of 'World's Best Coder'.

## The 2024 edition: Bigger and better

The TCS CodeVita Season 11 platform supported eight languages: Java 8, C, C++, C#, Perl, Python 3, Ruby, and PHP. To process the multiple code submissions during the six-hour participation window, an effective framework was created by



the TCS Research unit which is used to automate the submission, compilation, and evaluation of the designed code.

The 11th season of TCS CodeVita kicked off with a whopping 444,000 registrations from across 94 countries and with more than 112,000 participants across 32 countries in round 1. More than 6,000 students from 19 countries advanced to round 2, among which the top 25 best coders were selected for the final showdown of the contest.

This season's brightest coding minds from across the globe converged for an unforgettable showdown on March 22, 2024, at TCS Olympus, Thane. The season has been nothing short of extraordinary, boasting record-breaking registration numbers, global participation, finalist turnover, and of course the champions who navigated their way to the grand finale despite facing numerous challenges.

Twenty-five finalists from nine countries, including 16 finalists from outside of India emerged on the grand finale of TCS CodeVita Season 11 and three thriving winners were declared based on their coding prowess.

- The clincher of the Season 11 title of **World's Best Coder** was Martin Andrichetti from Pontificia Universidad Católica de Chile, Chile, with a grand prize of \$10,000.
- The first runner-up was Zhiwei Dai from Hangzhou University, People's Republic of China, with a prize money of \$7,000.
- The second runner up was Vannes Wijaya from Nanyang Technological University, Singapore, with a prize money of \$3,000.



## Why TCS CodeVita is crucial

Over the course of 11 seasons, TCS CodeVita has gone through quite the journey. Starting out as a small initiative within the organization, the concept of turning programming into a sport, and advancing it among the students has been intense.

In 2012, TCS CodeVita was introduced as an online programming contest for passionate young programmers across India. After tremendous support for our first two seasons across India, in 2014 TCS CodeVita Season 3 proudly went global, accommodating diverse talent worldwide. In 2016, from Season 5, TCS CodeVita made a major switch, from a team coding event to an individual coding event.

The contest also holds several accolades such as positions in the *Limca Book of Records* in 2015 as the largest competitive programming team event in India, the exquisite Guinness World Record title in 2020 for the World's Largest Computer Programming Contest, and the ETHR World Gold award for Excellence in Communication Strategy 2022.

TCS CodeVita has, over the years, become more than a contest – it is a catalyst for growth, innovation, and collective progress. It is a part of embracing the journey of unraveling mysteries through codes; an attempt to engage and empower the student community to become architects of change in the world. Because, in the world of coding, the possibilities are boundless, and the best is always yet to come! @

# Seek, and you will find

If you want something badly enough, the universe delivers. Avid bird-lover and TCSer **Chai Eng Law** discovered this while on a visit to Mangalajodi in Odisha, as she spotted some mind-blowing, beautiful, wild birds. And lived to tell the tale

In the words of Paulo Coelho from his famous book, ‘The Alchemist’: “And, when you want something, all the universe conspires in helping you to achieve it.” Here’s my story on how this came true.

As the first rays of dawn painted the sky in hues of pink and gold, there was a sense of quiet determination setting in, as I stood on my balcony at my home in Kolkata. The following day, I was to embark on a trip to Mangalajodi. With closed eyes and a heart full of hope, I whispered a silent plea to the universe, praying I get to absorb the magic of that place in all its glory – especially, its avian wonders.

Situated along the northern fringes of the Chilika Lake, Mangalajodi is one of the older Odiya villages blessed with a huge marshland. Come winter, this village transforms into the largest congregation of migratory birds in India, giving this wetland the status of an Important Bird Area (IBA). Feathered bipeds from as far as the Caspian Sea, Mongolia, Central and Southeast Asia, and the Himalayas migrate to this bird haven, bringing with them other bipeds with cameras and binoculars.

As an avid birdwatcher, I set out on my journey to

Mangalajodi with Subho Chakraborty, a fellow TCSer who also happens to be a birder, photographer par excellence, and a close friend, who taught me everything I ought to know about photography.

#### Spoilt for choice

Once we arrived at the village, we dropped off our bags and headed to the Mangalajodi Ecotourism Center along a narrow road with the brackish water of Chilika lake on both sides. To my right were the glossy ibises, purple herons, and black-winged stilts, while to my left were the gadwalls, northern pintails, and northern shovelers. With increasing enthusiasm, we stepped into our shallow rowboat. I broke into a smile as I read the names on each boat: Godwit, Crake, Jacana – they were all named after birds!

While waiting for our guide, a citrine wagtail stood bobbing its tail to our right, while to our left, a stunning black-tailed godwit probed the shallow waterbed for scrumptious tidbits. The rowboats gently moved along the reed beds, and we learned from the boatmen that due to insufficient rainfall this year, migrant birds were yet to

arrive on this wintering ground. As the boat made headway, whiskered terns welcomed us by twisting, turning, hovering, and dipping into the water in search of food. It was blissfully silent on the waters, with bird calls breaking the silence intermittently.

The sun was already way up in the sky, so we waited while the black-headed ibises were probing away relentlessly in the hope of a catch. Close to these hardworking, forever probing ibises were the opportunistic grey herons, waiting to snatch their prey. Often, they would swoop down on an unsuspecting ibis, grab the prey, and take off. Yet, they were not the only ones keeping an eye on the ibises; the brahminy kites and the western marsh harriers were watching, too. As we looked around, taking in the languid Mangalajodi magic, the air suddenly charged with excitement as a black-headed ibis caught a snake. As cameras fired away in the direction of the ibis, a grey heron realized it didn’t want to miss out on the action and swooped in. Would a fight or a snatch-and-grab ensue? No, not this time, for the ravenous ibis devoured its meal in the blink of an eye.

#### Usain Bolt of the bird world

That evening as well as for the next two days, we were back at the marshes. We were fortunate to witness a gorgeous male brahminy kite pull at the innards of a snake, then slurp and gulp it, northern shoveler splashing around in the lake then preening themselves as they dried their feathers, gulls and terns swooping around, black-tailed godwits elegantly pacing the grassy edges, and clamorous reed warblers clamoring away while doing a balancing act on the grass. A plaintive cuckoo gently swayed in the breeze while a flock of gorgeous pratincoles played the age-old game of ‘hide-and-seek’ with us, perfectly camouflaged by the ground.

On the eve of our return, we had barely entered the Chilika lake for our safari, when a vigilant boatman exclaimed, “Look, a falcon!” Our demeanor, previously all relaxed, changed in a flash. We sat up and began scanning the area indicated by the boatman. Sure enough, right in front of us, the Usain Bolt of the bird world, a peregrine falcon, had caught its prey. My heart was racing. I had never seen a peregrine falcon before, and I had just been calling upon the universe for a glimpse of the fastest bird in the world a few moments prior. Sure enough, the universe listened.

As the boat approached the peregrine falcon silently yet swiftly, our camera shutters went crazy. The peregrine falcon, perhaps bothered by the amateur paparazzi clicking away, documenting its every move, held onto its precious prey between its claws and flew a bit further away, its back toward us, much like a child unwilling to share food. We tried as hard as we could, but it was impossible to see what it was chomping down on.

Not to give up, we pursued the peregrine falcon, inching closer – as close as it would allow us to approach. There, sitting on the grass, looking us in the eye, the peregrine falcon tore its prey apart. As feathers flew all around, it relentlessly plucked away at its prey – a wood sandpiper. Time stood still and the world receded into the background. This magnificent bird allowed us to get up close and personal, to document each turn of the head, each pull of the flesh. “Thank you, universe, for this once-in-a-lifetime moment,” I repeated on a loop. After a while, the peregrine falcon decided that it needed to finish its meal in peace, away from our prying eyes, so it flew further away, the wood sandpiper firmly in its claws. For the first time, Subho and I exchanged glances, a look of disbelief in our eyes and huge grins on our faces. We both knew that we had just witnessed a rare moment.

Amidst the many remarkable moments we experienced at Mangalajodi, none could rival the significance of this one instance. Gratitude filled my heart for being able to witness the wonders of Mangalajodi and the wonders of the universe.

So, the next time you wish for something, tell the universe. It works. I can vouch for it. @



# Around TCS

## TCS inaugurates Pace Port™ Paris

TCS recently inaugurated its much-awaited innovation hub – the TCS Pace Port™ Paris – which is the newest in a long list of other such initiatives globally. The inauguration involved thought-provoking discussions, cutting-edge technology demonstrations, and valuable networking opportunities, among esteemed guests from the world of government, clients, partners, and TCS leaders.

K. Krishivasan, CEO and MD, TCS, lay emphasis on the transformative power of Artificial Intelligence (AI), while also highlighting AI's pivotal role in driving business innovation, adaptation to the rapidly changing global landscape and the role Pace Port would play in accelerating customer journeys.

"The new addition of Pace Port Paris to the hub of Pace Ports would play an important role in building and testing future possibilities in the European market, thus providing valuable thought leadership insights," said Dr. Harrick Vin, Chief Technology Officer, TCS.

Valerie Pecresse, President of the Regional Council of the Ile-de-France region, spoke about the dynamic and innovative environment of the Paris region and its crucial role in fostering groundbreaking advancements. Valerie also highlighted the strong ties between India and France and praised TCS France for its significant contributions to building a robust AI ecosystem in the region.

The inauguration marks the beginning of a new era of innovation and possibilities at TCS France for the French market and beyond. @



## Dedicated lab in Ohio launched to accelerate IoT, AI innovation for customers

On April 18, 2024, TCS' Bringing Life to Things™ Lab in Cincinnati, Ohio, opened its doors to pioneering innovation in the fields of IoT, AI, and GenAI.

"With the inauguration of the Bringing Life to Things Lab, TCS reaffirms its commitment to driving innovation and digital excellence in an era defined by Artificial Intelligence and GenAI. This lab will spark co-innovation, enabling clients to brainstorm and collaborate through design thinking workshops, and unlock the full potential of IoT, AI, and GenAI technologies," says Regu Ayyaswamy, Global Head of the Internet of Things (IoT) and Digital Engineering at TCS.

The lab leverages TCS' proven IoT solutions such as TCS Clever Energy, TCS Digital Manufacturing Platform (DMP), and TCS Digifleet. The TCS Neural Manufacturing initiative offers autonomous capabilities for factories. With the Digital Twin of the Heart, doctors can customize care plans based on unique individual needs, making everyone's heart healthier. This represents a new frontier in the advancement of personalized healthcare.

The TCS Auto GenAI Suite speeds up the design, development, and validation of Software-Defined Vehicles (SDVs) by leveraging GenAI to track objects, people, and surroundings to enhance safety on the road. The TCS Grow+ lab actively involves the local community with smart gardening technology. Featuring a 3,500-square-feet smart garden, this initiative saw over 50 employees collaborating to develop it. They utilized sensor fusion based IoT technology to monitor plant environments and enhance growth conditions, including watering. @

## College from Belagavi Wins TCS TechBytes 2024

The 15th season of the TCS TechBytes program witnessed a fascinating State final as students from the best engineering colleges in Karnataka locked horns for the winner's title. The program was organized by TCS in collaboration with the Board for IT Education Standards (BITES), Government of Karnataka. Students from over 115 colleges participated in six regional rounds conducted across Dharwad, Kalaburagi, Mangaluru, Mysuru, Bengaluru and Tumakuru. The winners from each of these regions took part in the State finals of the technology quiz on April 5 at SJB Institute of Technology, Bengaluru. The six regional finalists included:

**Dharwad:** Dheeraj Danesh Angadi – KLE Dr. M S Sheshgiri College of Engineering and Technology, Belagavi



**Kalaburagi:** Nagaraj Dhoni – Appa Institute of Engineering & Technology, Kalaburagi

**Mangaluru:** Kaushik S. Nandan – NITK, Surathkal

**Mysuru:** Ayush P – NIE South, Mysuru

**Bengaluru:** Shivam Jain – Reva University, Bengaluru

**Tumakuru:** Aniketh Hebbar – Acharya Institute of Technology (AIT), Bengaluru

Students from KLE, NITK, NIE and AIT kept the scoreboard ticking with their quick thinking. As the quiz progressed, there was a tie between students from NITK and KLE. Eventually, Dheeraj from KLE cracked the tie-breaker question clinching the winner's title. Kaushik from NITK secured the runners-up position.

TCS gave the winner and runner-up education scholarships of ₹85,000 and ₹50,000, respectively. It also rewarded the finalists with education scholarships. The awards were presented by the Chief Guest, Professor Suresh Sundaram, Aerospace Engineering, IISc, in conjunction with Sunil Deshpande, Regional Head, TCS Bengaluru, Dr Selvan D, Co-Chairman, BITES, and Dr. KV Mahendra Prashanth, Principal, SJBIT. @

## Quiz Contest - TCS Maitree Quizithon completed two decades with over 9,000 registrations

In a dazzling display of intellect and camaraderie, the 20th edition of the TCS Maitree Quizithon has shattered its own previous records, with over 9,000 registrations from passionate associates worldwide. The Quizithon Elimination, hosted on the TCS iON platform, attracted talent from every corner of the globe – from the bustling cities of APAC to the vibrant landscapes of India, from the UK to North America and Latin America, associates poured in to showcase their knowledge and team spirit.

After a fierce battle of wits, 30 exceptional semi-finalists emerged from each region, who then navigated through challenging rounds. Giri Balasubramaniam, known as the 'Pickbrain', renowned author and quiz master, hosted Quizithon. In the past too, he has hosted many quiz

## Privacy Conclave 2024 concludes second edition

In February 2024, TCS concluded the second edition of its Privacy Conclave, held in Chennai, with participants from across the globe. Hosted at TCS Chennai – Siruseri, the Conclave was aimed at fostering a culture of learning, sharing, and creating a strong network among all privacy practitioners and Subject Matter Experts (SMEs), recognizing their effort towards privacy, and bringing an inside-out perspective.

There were more than 170 participants from various business units, corporate functions, and leaders, data privacy officers and data privacy counsels from across the globe.

The sessions commenced with the opening address by the Global Privacy Office Head Dileep R taking everyone through flashbacks of the year 2023, which highlighted key achievements and accomplishments. The keynote address by K Subramanian (Global Head – Delivery Excellence and Governance) revolved around 'Enhanced role of privacy community in compliance excellence'. He appreciated the immense work done on data privacy in TCS, while also highlighting the need for deeper thinking towards solutions as privacy is going to only get more complex, and deployment is not straightforward.

Furthermore, at the Conclave, two product launches were flagged off:

1) Structured Data Manager (retention) – this retention digitized solution was launched by Satyakanth Kastury. This solution was rolled out after a successful pilot with a couple of admin processes.

2) Datom Privacy Maturity assessment – the privacy maturity assessment model developed by TCS Datom teams was launched by Yogesh Maheshwari. The questionnaire-based design was supported by the GPO team. The product has finished with its IP review and is ready for customer rollout. @

competitions for TCS and other Tata Group companies.

The grand finale, a virtual spectacle held over MS Teams on April 25, 2024, witnessed the clash of the Titans as six finalists from APAC, India, the UK, North America, and Latin America entered the arena.

Amidst thunderous applause and nail-biting suspense, Shraddha Kanvinde from India (East/West) emerged as the Champion of this year's Quizithon. This triumph is a testament to TCS Maitree's unwavering commitment to fostering a culture of knowledge, collaboration, and inclusivity. It encapsulates the ethos of 'Together, Sharing, and Caring', that has been the cornerstone of TCS Maitree's journey for over two decades. @

# Awards & Recognition

## TCS honored for 8th consecutive year on The Civic 50 list

TCS was recognized for its exemplary corporate citizenship efforts in 2023, earning a spot on The Civic 50 list by Points of Light for the eighth consecutive year. This prestigious recognition is reserved for the most community-minded companies in the United States, and TCS' consistent appearance on the list is testament to its dedication to societal impact. TCS was also recognized as the Information Technology Sector Leader for the sixth time.

TCS' culture of giving back to the community is evident in the 37,714 hours of community service volunteered by over 16,000 TCS employees across North America last year. Furthermore, the goIT program reached 12,365 students in Canada and the US, nurturing their innovation skills, and enhancing their career readiness.

Other notable achievements that helped it secure this honor include how TCS provided IT consultancy to charitable organizations like First Book by offering tailored solutions to enhance their operational efficiency and broaden their reach, through the Tech4HOPE program. TCS also integrated the Ignite My Future program with Jaguar TCS Racing to create Behind the Scenes, a teacher-resource initiative that seeks to bring examples of real-life STEM careers in action into the



classroom. Since its inception, Ignite My Future has reached nearly as many as 1.8 million North American students, and in 2023 alone, it touched 4,091 teachers and 221,695 students. TCS' efforts to secure additional funding for the Education Innovation and Research (EIR) program of the US Department of Education led to an agreement to allocate \$87 million specifically for STEM Education grants.

The Civic 50 is the only survey and ranking system in the US that exclusively measures corporate community engagement. @

## TCS ranked first in Customer Satisfaction in Nordics for 15th year

TCS has been ranked the number one IT service provider for customer satisfaction in the Nordics (Sweden, Norway, Finland, Denmark) in Whitelane Research's independent survey of the top IT spending organizations. TCS received the highest ranking in this survey for the 15th year in a row.

Shreerang Talekar, Head of TCS in the Nordics and Sweden, said, "This top position recognizes us as a digital transformation partner of choice, bringing innovation to our customers in the region where we have established trustful relationships for more than 30 years now. Staying close to them and growing together is our highest priority. This is a wonderful testimony to the deep market engagement, which our talented team drives year after year."

The study also revealed that TCS received the highest ranking across five IT domains: Application Services, Cloud

& Infrastructure Services, Workplace Services, Network & Connectivity Services, and Security Services. Christian Oestergaard, Lead Visionary, PostNord, said: "PostNord and TCS share a strong partnership that spans many years. TCS' ability to combine research and modern technology to create innovation is something I value highly in our collaboration. The fact that some of our joint innovations and groundbreaking projects have received attention and won innovation awards is further proof of this."

The results of the Whitelane 2024 IT Sourcing Study follow several industry recognitions for TCS, including being listed as a Top Employer in Europe and the Nordics and, according to Brand Finance, being the company with the highest brand value growth across the global IT Services Industry, surging to \$19.2 billion from \$17.2 billion in 2023. @

## TCS clinches Silver at ET Brand Equity Kaleido Awards

At the Kaleido Awards – which honor communications professionals – hosted by The Economic Times Brand Equity, TCS secured a Silver for its impactful work under the category 'Best Use of Analytics' for its initiative, 'Championing Advocacy: An Approach to Drive Brand Positivity'.

In FY23-24, TCS underwent significant organizational-level changes and implemented a return-to-office policy, in a post-pandemic environment. This posed a risk to its brand reputation due to the potential disruption of employee morale. Recognizing the critical importance of LinkedIn as a key platform for brand visibility, TCS strategically tackled this issue to safeguard its reputation from the perspective of customers and industry peers.

TCS' internal communications unit and the social media team recognized the importance of countering potential negativity by nurturing a community of brand advocates. Leveraging word-of-mouth marketing, TCS transformed employees into ambassadors, amplifying its brand narrative and saving on paid media costs. The campaign involved identifying brand ambassadors, organizing content geographically and thematically, and highlighting key messages.

Using Sociable, an employee-advocacy platform, TCS executed the campaign seamlessly, resulting in impressive metrics – \$101,111 saved on paid media, 3.7 times higher ROI compared to previous years, 39,530 new shares and reactions, 29,437 external clicks on shared content, and a reach of 53.58 million across social networks.



To further enhance engagement, TCS decided to gamify the entire process. Implementing a monthly reward system was a key aspect of this strategy: each month, top participants receive points that they could redeem on various platforms. Additionally, a visible-to-all leaderboard was introduced to ensure transparency and accountability. @

# Community

## A year of HOPE

A year ago, TCS embarked on a journey called Hours of Purpose by Employees (HOPE) that successfully combined the needs of society, the skills of our employees, and active engagement to create meaningful projects. TCS celebrated its 56th anniversary with the 'Month of HOPE' in April 2024, symbolising our unwavering dedication towards communities and social impact.

### Creating impact where it matters

Through HOPE, multiple volunteering efforts were organized under one platform: from supporting the disadvantaged with basic necessities, to creating better health outcomes, to preserving and protecting the environment, empowering better

education, employment, entrepreneurship, and livelihoods. The HOPE purpose projects are aligned with the 17 UN SDGs.

Through HOPE, TCS has become one of the leading organizations for volunteers. Over 250 volunteering events were organized under the myPurpose platform. More than 143,000 TCSers



invested 6.72 million volunteering hours and impacted 5.41 million lives in FY 2024. TCS demonstrated an increase in Per Capita Volunteering Hours (PCVH) from 4.66 in FY 2023 to 11.17 PCVH in FY 2024. TCS volunteers stepped forward, often in large teams with their colleagues, family members, and friends, to broaden the scope of the engagement.

HOPE was conferred three stellar recognitions during the Tata Sustainability Group Volunteer Conference (TSG VOLCON) 2024 – Volunteering Stalwart Award for making the highest contribution to the Tata Group-level volunteering performance in the financial year, Highest Number of Hours Clocked during Tata Volunteering Week (TVW 19), and Award for Excellence in Volunteering which is conferred upon a Tata Company focused on institutionalizing volunteering to ensure scalability, replicability, and sustainability in the future.

### **Collaboration and partnerships**

HOPE's flexible design makes the initiative accessible to volunteers from Tata Group companies, facilitating the co-creation of volunteering opportunities based on shared areas of focus. These volunteers joined hands with Trent, IHCL, and TATA Digital to enable marginalized Indian youth by providing them with employment opportunities.

To open pathways to livelihood for social and economic mobility through literacy in India, more than 10 Tata Group companies embraced TCS' Each One Empowers One (EOEO), a key initiative on the Tata Engage platform.

TCS' collaboration with Croma saw the responsible disposal of 4.5 tons of e-waste, while TCS volunteers along with colleagues from Tata Coffee, Taj Sats, and Tata Power participated in the Ganapati Visarjan beach clean-up where they recycled and prevented 2.5

tons of plastic waste from reaching landfills.

TCS invests in growing partnerships with Tata Group companies, business units, customers, and NGOs to establish a volunteering ecosystem. The company conducts pro-bono project meetups with its partner NGOs to create large-scale impact. The partnerships have helped TCS organize clean-up drives of public spaces, conduct awareness campaigns on topics related to health and wellness, and provide support to destitute homes and orphanages by making donations of stationery and other necessities.

Further, partnerships with NGOs and hospitals have facilitated the organization of blood donation drives which have contributed to saving around 83,000 lives. HOPE HUBS are instrumental in bringing like-minded volunteers together to ideate and design meaningful volunteering opportunities. Volunteers engage with public schools, colleges, and nonprofits close to TCS offices to serve their needs.

Putting TCS' technological capital to work, volunteers implemented digital solutions to support NGOs/NPOs and multiply their social impact through various pro-bono projects under the TCS Tech4HOPE initiative. Around 50 such projects are in various stages of completion. The social value created through projects completed in FY24 was over \$6 million.

In the words of Balaji Ganapathy, Chief Social Responsibility Officer, TCS: "What originally started as a rallying call by TCSers to contribute #millionhoursofpurpose to serve local needs has morphed into a larger movement. In FY24, TCSers have brought HOPE to over 5.41 million people in India and around the world through over 6.72 million volunteering hours, demonstrating the power of our ethos that what comes from society must go back to society many times over." To know more about HOPE, please reach out to [@](mailto:my.hope@tcs.com)

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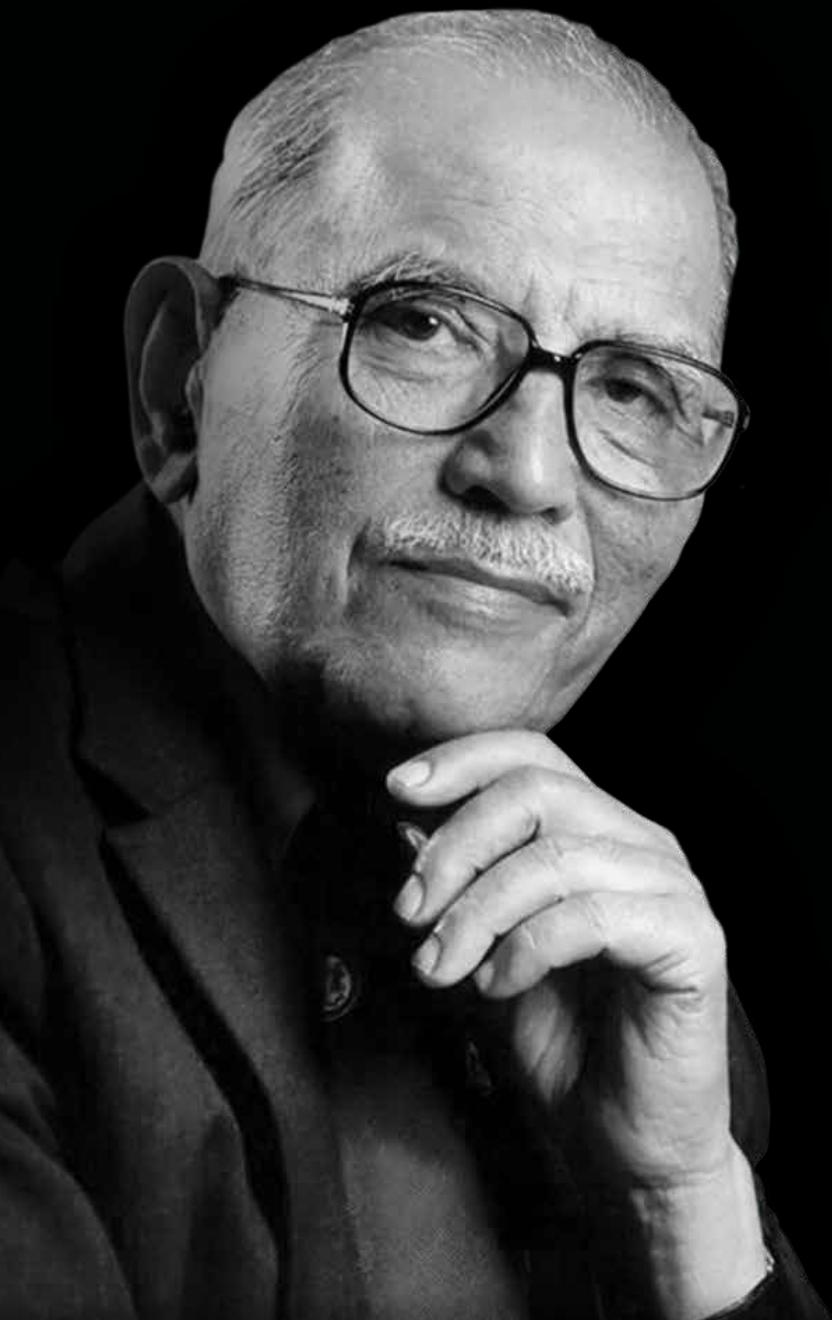


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# Remembering F.C. Kohli on his 100th birth anniversary



“ Many years ago, there was an industrial revolution. We missed it for reasons beyond our control. Today, there is a new revolution – a revolution in information technology. If we miss this opportunity, those who follow us will not forgive us. ”

– F.C. Kohli, at the Computer Society of India annual meet, 1975

Faqir Chand Kohli  
(1924-2020)

Fondly known as the ‘Father of Indian IT’, F.C. Kohli was the Founding CEO of TCS. His visionary leadership transformed TCS from a fledgling start-up in 1968 to a pioneering force, spearheading India’s emergence as a powerhouse in the world of IT.