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Building on belief

Opening slide – design option

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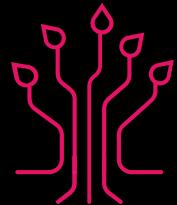




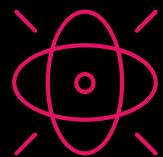
Building on belief

TCS, the purpose-led transformation partner.
We use innovation and the power of collective knowledge to build on our shared beliefs.

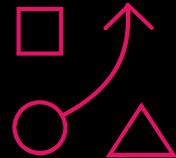
TCS commitment



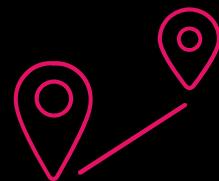
In it for good



Bring everything



Know-how



Master the journey

Brand Manifesto

Building on belief

Every business is born of belief. The belief you can make an impact. That you have an idea that matters.

At TCS, we go beyond helping businesses transform through technology. We help them make a meaningful difference.

Translating their aspiration into reality. Building on shared ambition and optimism to transform their business for the better.

So their influence and contribution makes a difference to their customers and the communities, they serve.

At TCS, we instil hope into business and trust into enterprise.

We believe innovation and collective knowledge can transform all our futures with greater purpose.

Anything we believe we can do becomes possible.

To transform your world, you need a partner who shares your belief.



TCS Commitment

In it for good



We take a long-term view, building relationships that endure, leading to mutual growth and sustainable outcomes.

Bring everything



When you are out to change your world, you need a partner who can combine every resource in their armoury with an utter determination to succeed. Ideas magnified and value multiplied, at global scale.

Know-how



With TCS, you experience certainty. We are a knowledge network of the smartest minds and practitioners who apply concept to context for real outcomes.

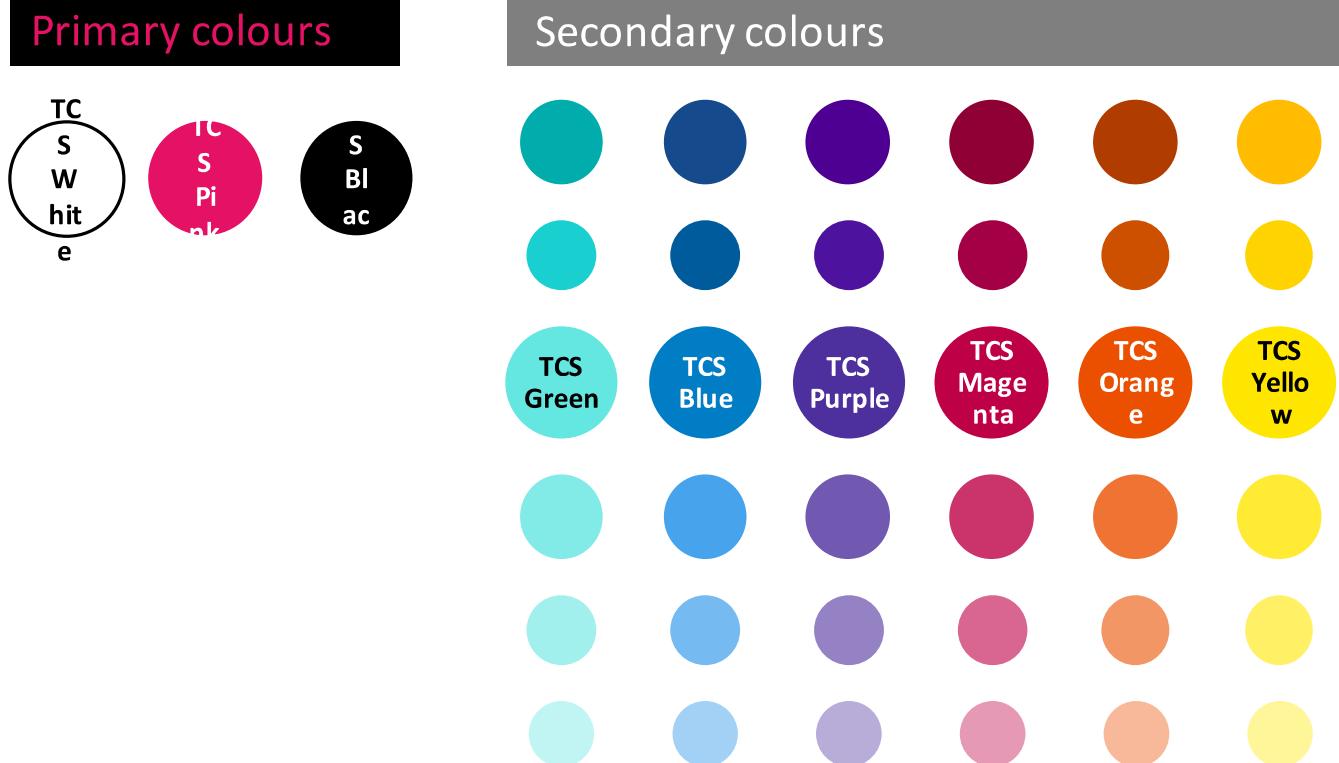
Master the journey



Along with certainty, you also need partners who can deal with uncertainty. We provide the agility and continuity you need to navigate perpetual change.

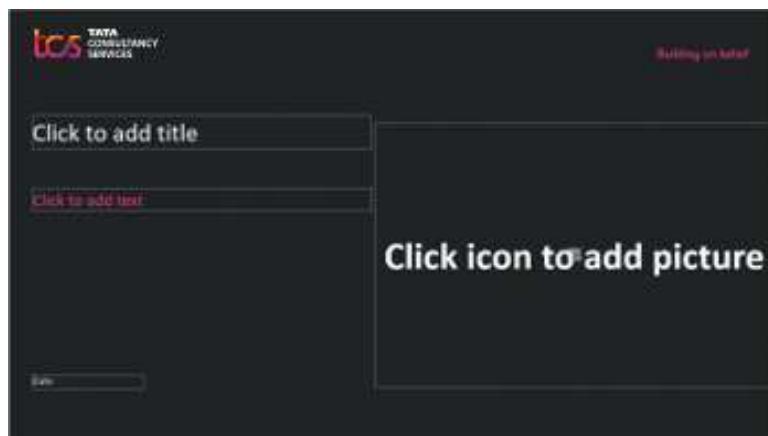


Colour palette



The first option is to use primary colours and shades of black & white. The second option is to use the primary colours along with lighter shades of the secondary colours, either from the cool or warm colour schemes. Use the TCS Pink strategically with the message to highlight the key point for both option

For creating title slide



Overlays



Examples



**Insert blank slide>Layout>Title slide blank 1-2-3-4
> Click on icon to add picture > select picture and
use transparent overlays on the Picture**

Please note: All images used on the PPT template including the cover slide image should make use of the gradient overlays as showcased here.



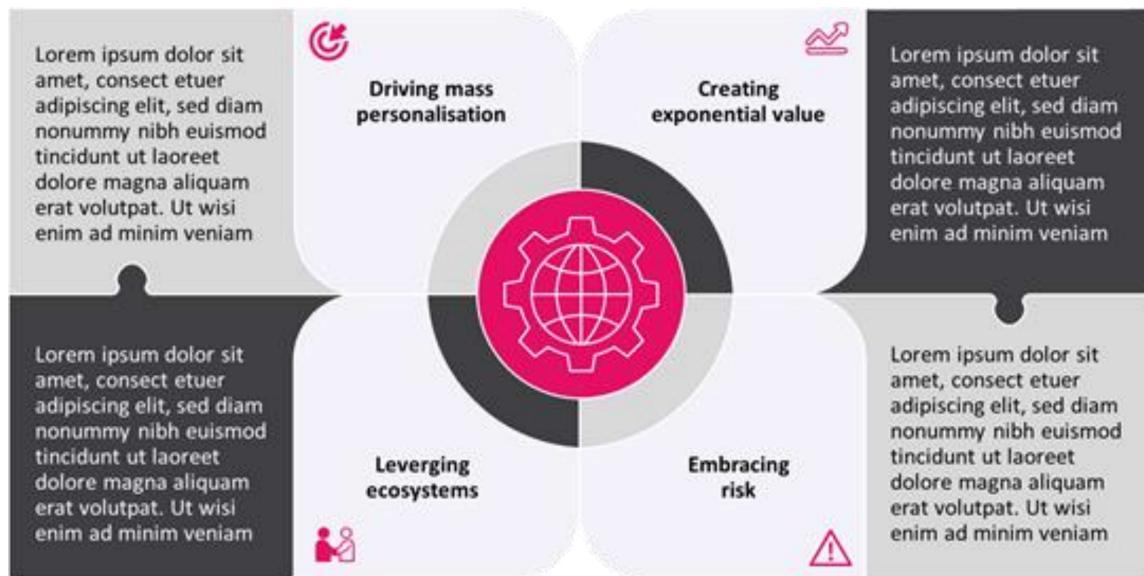
Slide title

- As the world conducts its business under lockdown, the question on everybody's mind – beyond immediate
- What does this mean for enterprises in the Business 4.0 world?
 - In the Business 4.0 era, organizations build upon their strong digital technology foundations to
 - Enterprises need to focus on the more urgent imperatives of ensuring

Slide title

- As the world conducts its business under lockdown, the question on everybody's mind – beyond immediate
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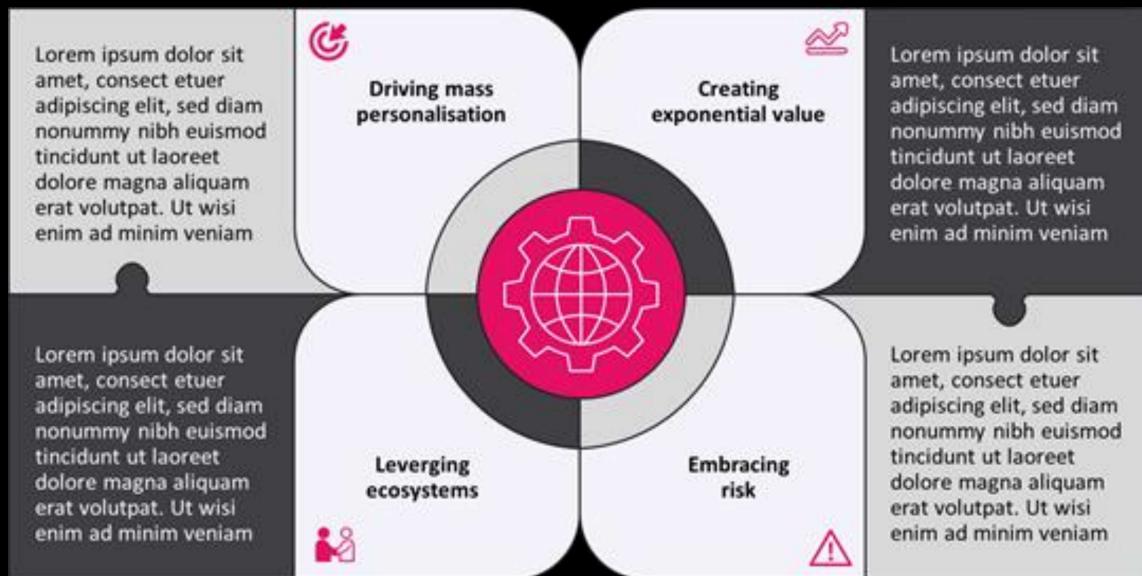
Slide title



- What does this mean for enterprises in the Business 4.0 world?
- In the Business 4.0 era, organizations build upon their strong digital

We believe we are responsible to every life we touch

Slide title



- What does this mean for enterprises in the Business 4.0 world?
- In the Business 4.0 era, organizations build upon their strong digital

We believe we are responsible to every life we touch



Building on belief

Divider

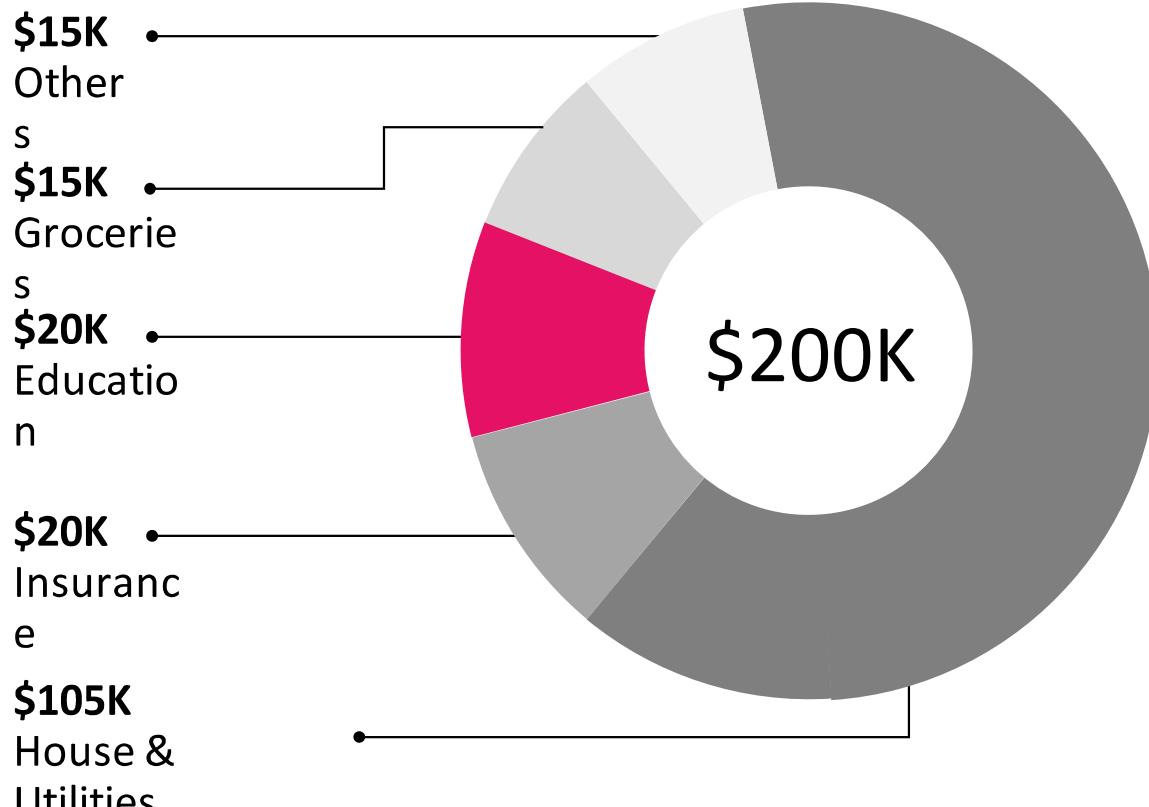


Building on belief

Divider

Please add slide title here

Average household spend distribution

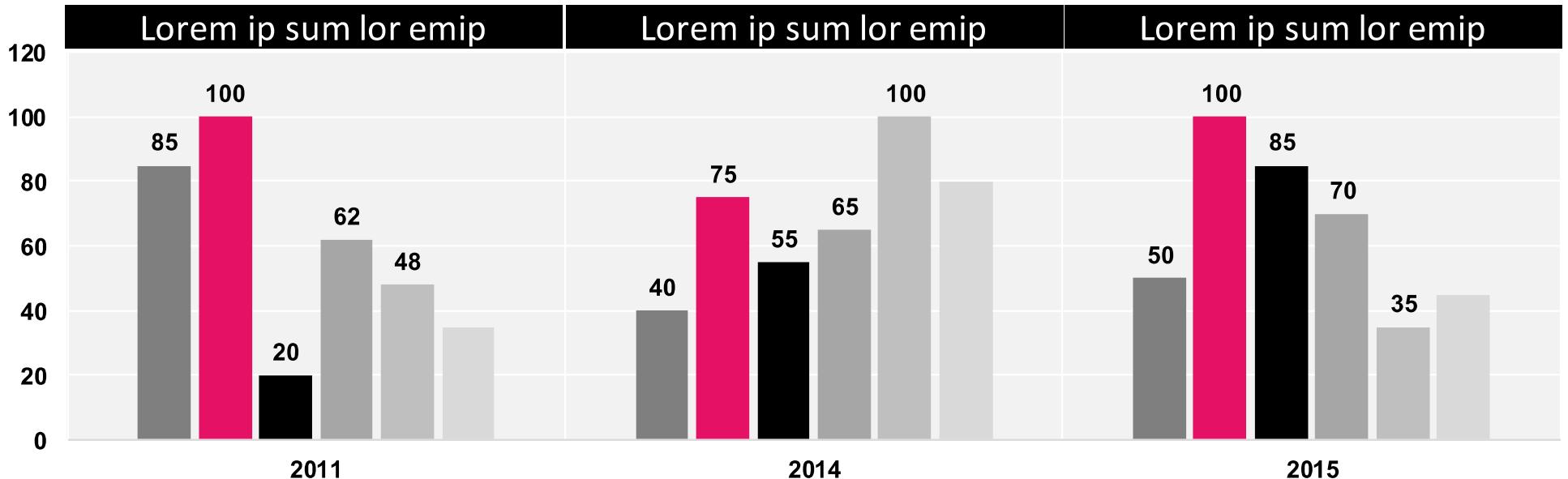


- 1 Spend on Education is 10% today
- 2 Potential to increase it by 4%

For developing pie charts, bar graphics, diagrams or illustrations where you need to use multiple colours, there are two options for colour palette usage.

The first option is to use primary colours and shades of black & white, as seen in charts 22,23,24. Use the TCS pink strategically with the message to highlight the key point. Do not use other shades of the TCS pink in this case. The second option is to use secondary colours as showcased in chart 25,26,27.

Slide title



Business
Start



Software
Development



Marketi
ng
Strategy



Sales
Analysis



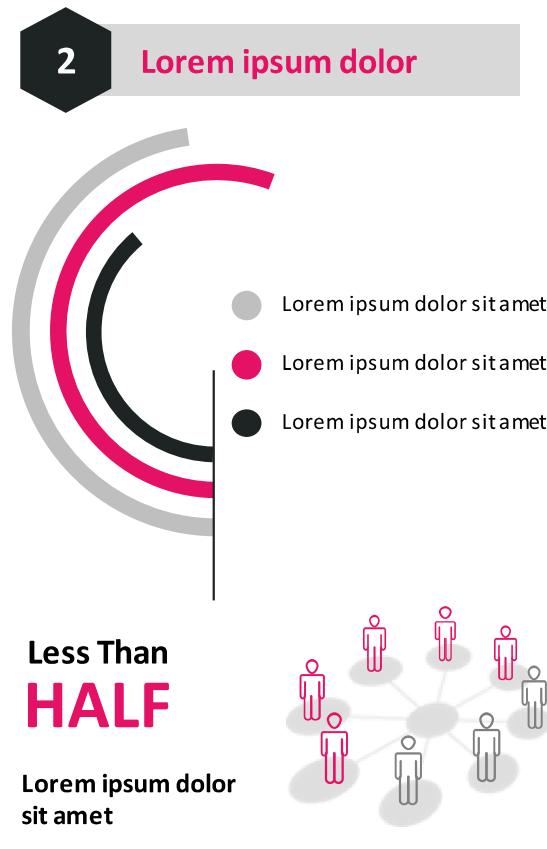
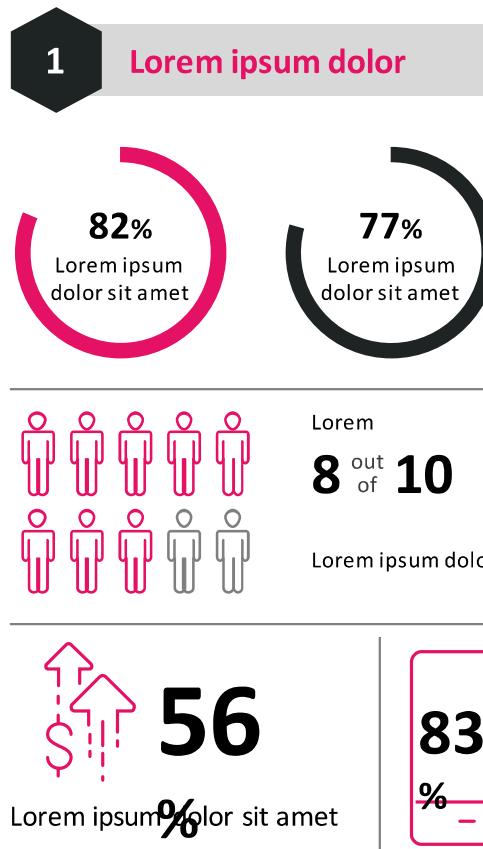
Mobile
App
Design



Creative
Design

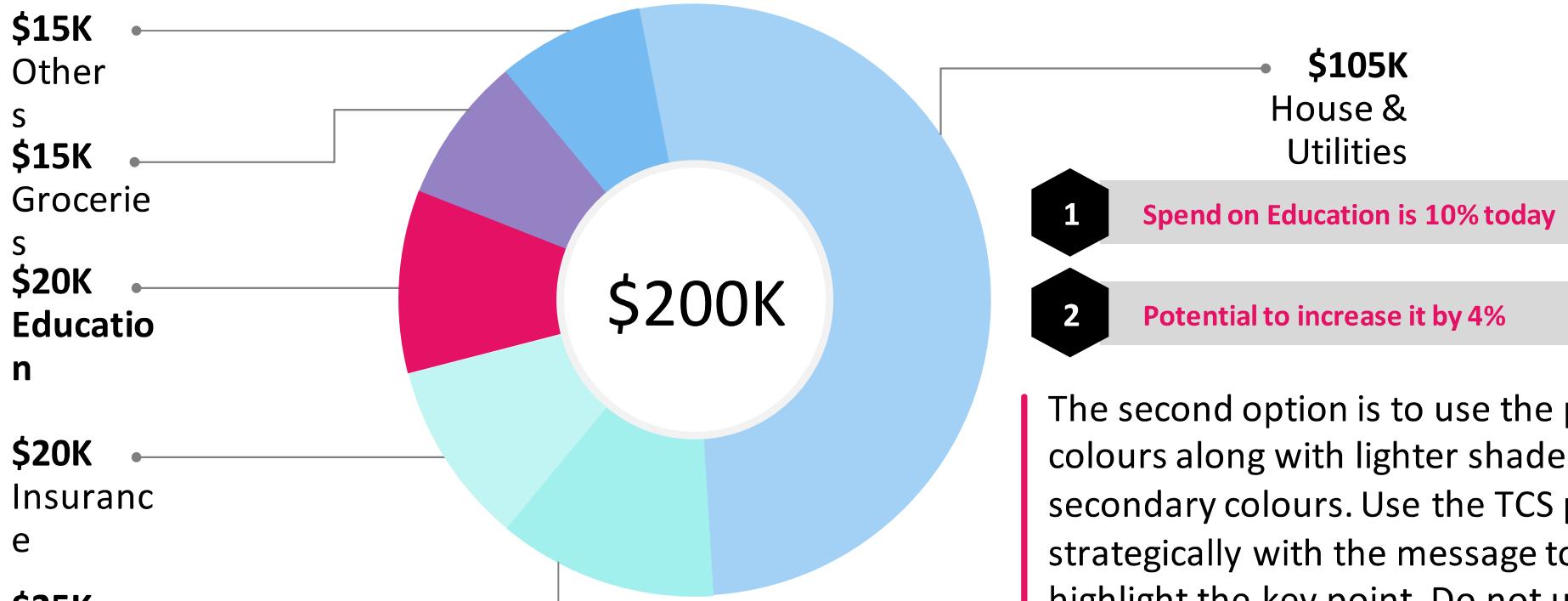
The share of Software development is

Slide title



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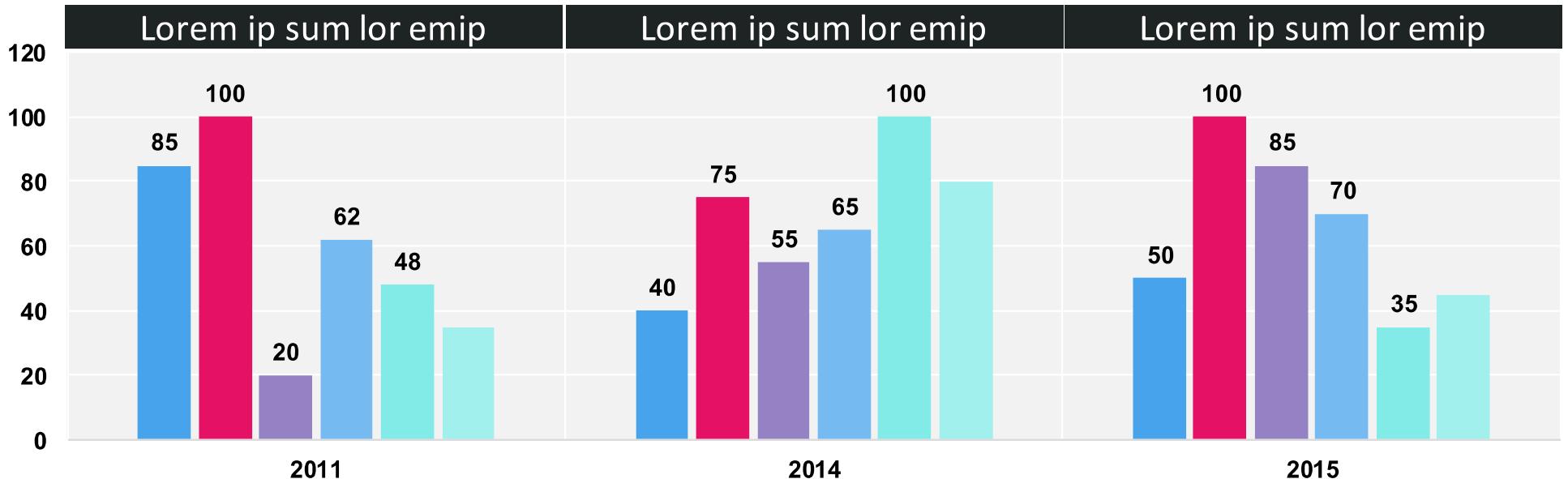
Average household spend distribution



- 1 \$105K House & Utilities
- 2 Spend on Education is 10% today
- 2 Potential to increase it by 4%

The second option is to use the primary colours along with lighter shades of the secondary colours. Use the TCS pink strategically with the message to highlight the key point. Do not use other shades of the TCS pink in this case.

Slide title



Business
Start



Software
Development



Market-
ing
Strategy



Sales
Analysis



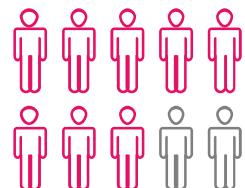
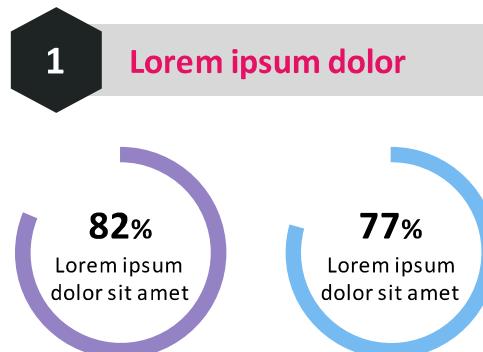
Mobile
App
Design



Creative
Design

The share of Software development is

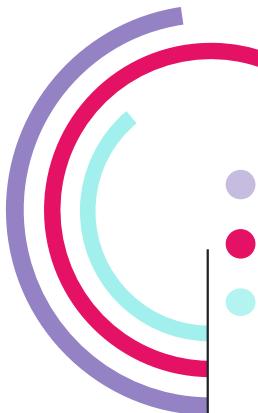
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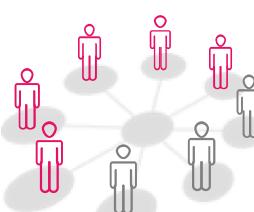
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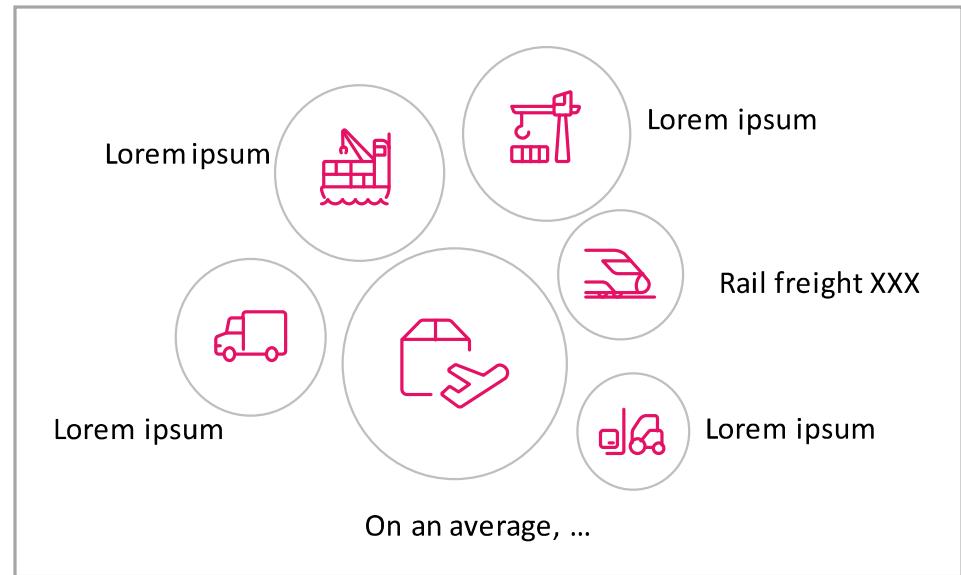
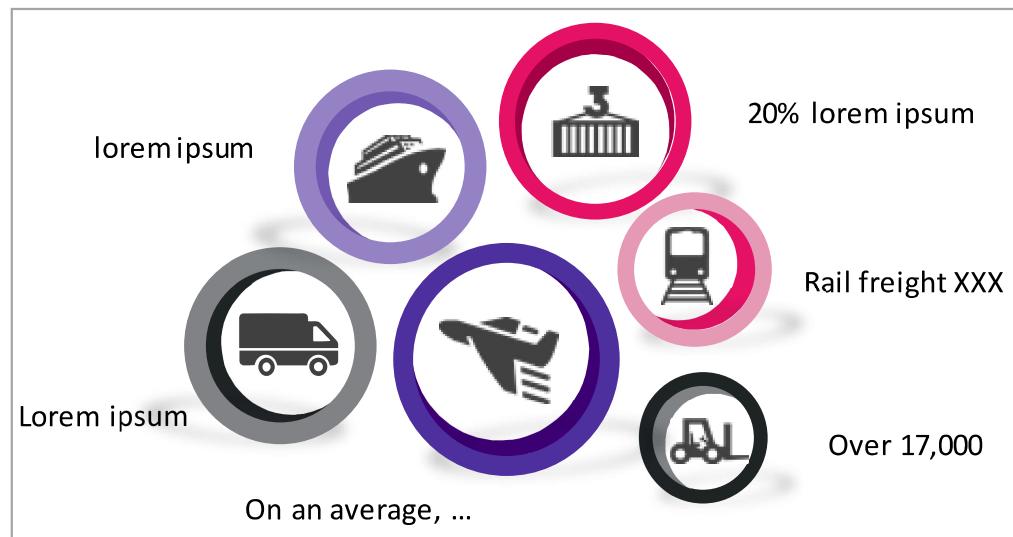
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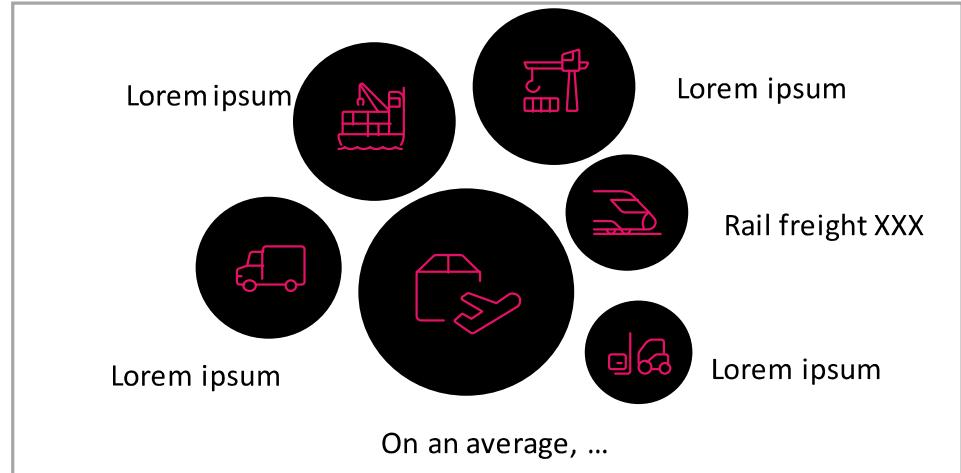


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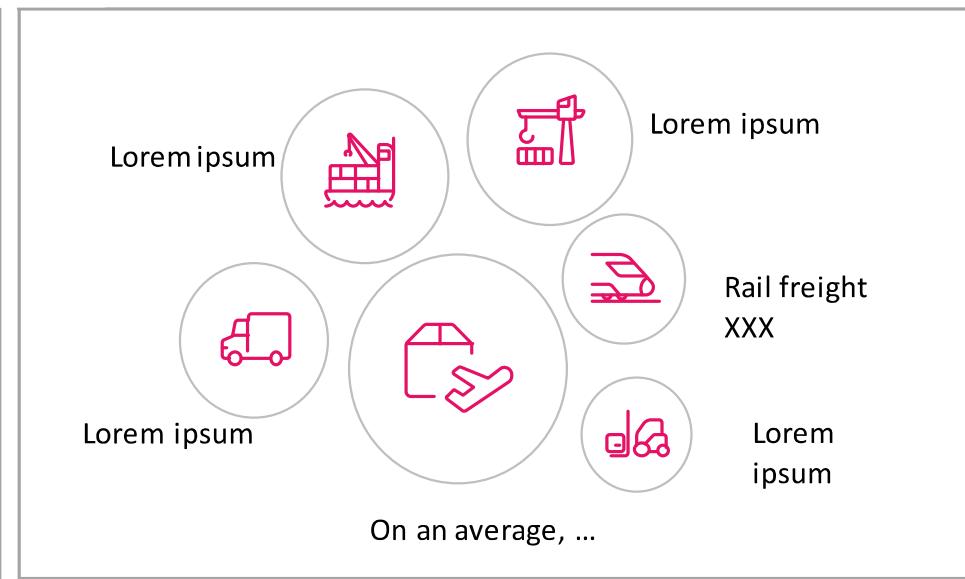
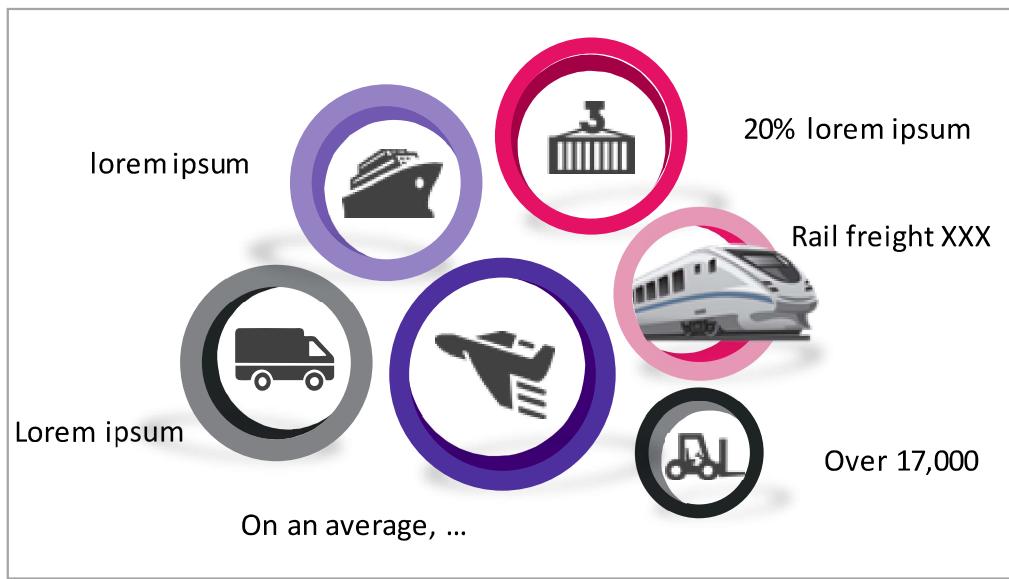
Iconography style



The iconography style should be consistent across TCS. Use simple key-line icons with rounded terminals and consistent stroke width. Icons can be used in all three primary colours - TCS Pink, TCS Black, TCS White.



Avoid shadows, animations, 3D models



Please avoid using shadows, 3D elements or excessive animations in charts. Keep them simple and flat. Use build-up or animation to support the message for e.g. before and after view or parts making up a whole and so on. Imagery and animation should always be to support the message and not obfuscate the message or narrative of the speaker.

Slide title

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Together we
must

Together we
must

Together we
must

Together we
must

Overlay images with gradients

Lorem ipsum dolor

- Working with clients to ...
- Collaborate and innovate for greater future

We believe lorem ipsum

At TCS, we go beyond helping businesses transform through technology. We help them make a meaningful difference. Translating aspiration into reality.

Sample chart layouts & graphics

Key traits : How to build resilience and adaptability by design

Leadership



- Technology

Innovation



- Mindset

Ecosystem mindset



- Collaborative

Sustainable



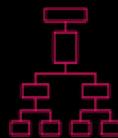
- Responsible

Organizational agility



- Culture

Structure



- Modular

Customer centric

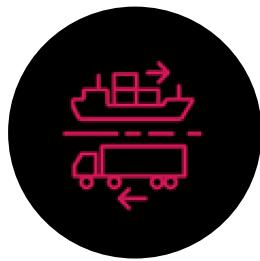


- Proactive

Mobility ecosystem makes it happen

Blurring the boundaries for end-to-end value chain will be the norm

...mutually helping each other in the ecosystem



Smart operations to leverage maximum space across modes for bringing in efficiency

...optimization playing by the strength of ecosystem

Multi-modal logistic

As movement is becoming more and more global in nature, multimodal is going to be key and to make it more seamless and efficient, the barriers between the modes and parties involved will be removed and boundaries will be blurred



Building on belief

We believe setbacks
lead to **stronger**
comebacks.

Resilience

Industry Ecosystem should continuously evolve to face challenges that could have global impact of the type faced after 9/11 or Covid, and new ones in the future.

 \$100B
Stimulus to travel industry

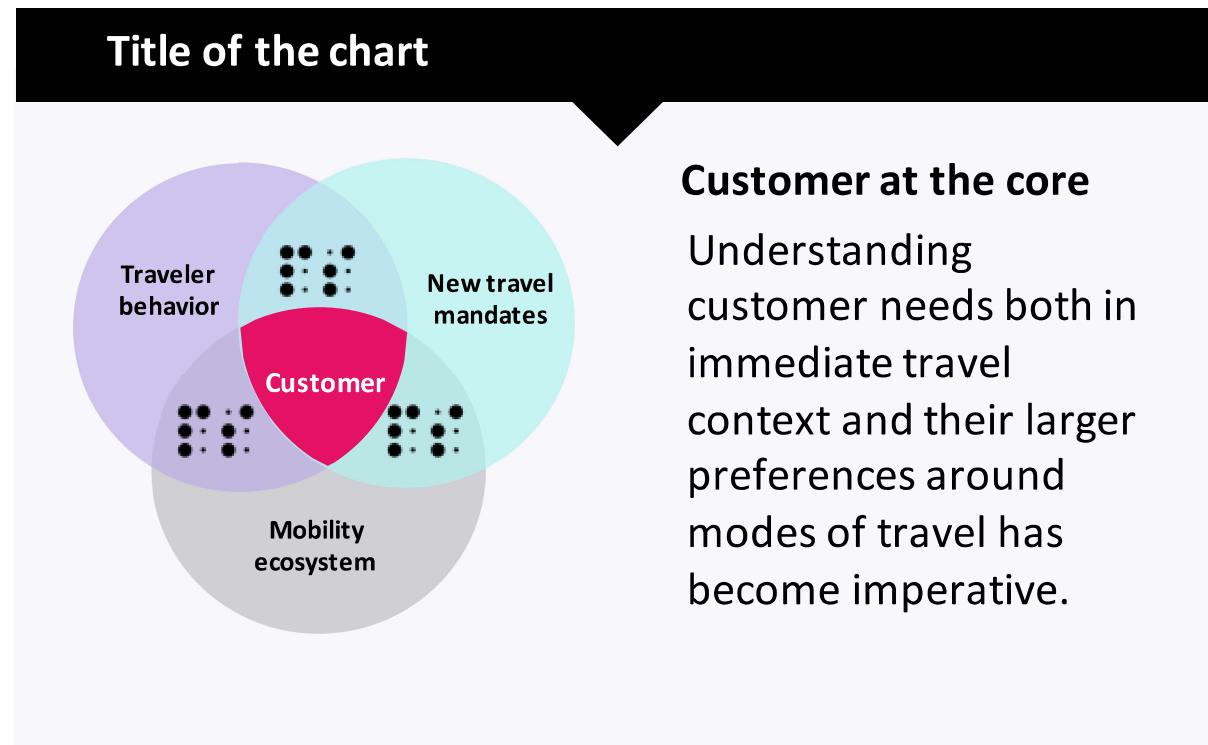
 120 M
Jobs at risk



Co-creating experience

Meet the world **through fluid ecosystems**

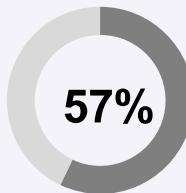
Demand is growing for a single platform that integrates roles & responsibilities of all partners



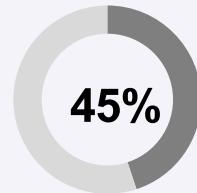
The travel ecosystem: An industry on the go

Unleashing ecosystem opportunities to expand revenue potential.

The travel industry has always been platform-based, but its time to reach the next level of one-click, frictionless travel for consumers.



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Companies not equipped to meet rising demands



Companies should work together



Find strength in unity



Blurring of boundaries

Awards and accolades





Building on belief

Thank you



Building on belief

Thank you