



PRESS RELEASE



TCS Recognized as U.S. Superbrand for Strength of Business Reputation and Community Impact

Tata Consultancy Services Cited for Business Performance, Brand Platforms, Deep Commitment to Employee Recruitment and Development, and Scale of Corporate Social Responsibility Programs

NEW YORK | MUMBAI, October 14, 2020: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has been selected as a Superbrand in the United States based on the strength of its brand reputation



and development, and dedication to nationwide [social and environmental responsibility initiatives](#).



Superbrands, the world's independent arbiter of branding, evaluated companies in the U.S. across 90-plus industries that displayed an excellent level of public brand recognition, customer engagement, community impact, and demonstrated long-term brand reliability, consistency and responsibility. TCS was one of 35 brands accorded the [U.S. Superbrands](#) status, alongside Amazon and Google in the technology sector.

Over the past 40 years – and particularly the last decade – TCS has built a significant brand presence in the U.S. by partnering with more than a third of the Fortune 500 companies. It has helped them to digitally transform and grow their businesses by leveraging its extensive domain and contextual knowledge across industries, deep expertise in digital technologies, and investments in research and innovation.

Customers are plugging into the TCS innovation ecosystem to create new products, services and customer experiences. To facilitate these engagements – often involving academic and startup partners – TCS has invested in its [TCS Pace Port™](#) co-innovation and advanced research center at the Cornell Tech campus in New York. Similar Pace Ports will be launched in 2021, in TCS Hall on the campus of Carnegie Mellon University and in other locations across the country.

TCS has been among the top two U.S. recruiters of IT services talent, hiring more than 21,500 employees in the past five years alone. With technology emerging as central to U.S. enterprises' ability to respond and recover from the pandemic, TCS has seen a surge in demand for its services. To support this growth, it expects to recruit an additional 10,000 individuals in the U.S. by 2022.

The company has also been investing in local communities across the country, focusing on education and wellness. In 2019, more than 18,500 of its U.S. employees volunteered for TCS' flagship education platforms. [TCS goIT](#) focuses on design thinking, problem solving and career readiness, and has engaged more than 30,000 students across the country since 2009. It has partnered with Discovery Education for the [Ignite My Future in School \(IMFIS\)](#) program, a pioneering, transdisciplinary approach for K-12 education, embedding computational thinking into core subjects. IMFIS has so far empowered almost 12,000 teachers and 675,000 students.

TCS has been enhancing its brand visibility and community impact by sponsoring major running events like the TCS New York City Marathon, for which it developed the award-winning official race app that was downloaded a record-breaking 490,000 times during the 2019 race. TCS is also the tech sponsor of the Boston and Chicago Marathons, encouraging agility during the pandemic through virtual races and using the official app to recreate the courses, experiences and fan support, no matter where runners participate.



infrastructure have significantly enhanced our brand. We are the preferred partner for leading U.S. corporations in their growth and transformation journeys,” said **Surya Kant, Chairman of North America, TCS**. “Furthermore, our flagship STEM programs and marathon sponsorships demonstrate our commitment to building equitable pathways to education and improved health for those in disadvantaged communities.”

“This year has become a historic challenge for brands. It has also allowed them to transform and shift away from their competition by showing true brand responsibility. Superbrands recognizes these outstanding brands and the stories behind their success, while also paying tribute to the teams who have gone above and beyond to ensure excellence,” said **Stephen Smith, President of Superbrands Ltd.**

The Superbrands business accolade follows the more than 30 awards TCS received in the U.S. over the past year, such as being named as one of the [Fortune Best Big Companies to Work For™ in 2020](#) and among [America's Civic 50](#). TCS was also named as one of the Top 100 U.S. brands for the sixth consecutive year and as a Top 15 brand in New York State, with a brand valuation of \$12.5 billion.

To read this year's US Superbrands book online, TCS' overview, and a perspective on branding from its head of marketing in North America, click [here](#).

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 50 years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 453,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$22 billion in the fiscal year ended March 31, 2020, and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the Dow Jones Sustainability Index (DJSI), MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit us at www.tcs.com.

To stay up-to-date on TCS news in North America, follow [@TCS_NA](#). For TCS global news, follow [@TCS_News](#).



Asia Pacific



Email: charlene.lee@tcs.com

Phone: +65 9138 4370

Australia and New Zealand

Email: Kelly.ryan@tcs.com

Phone: +61 422 989 682

Benelux

Email: Joost.galema@tcs.com

Phone: +31 615 903387

Canada

Email: tia.thomas@tcs.com

Phone: +1 647 790 7602

Europe

Email: mattias.afgeijerstam@tcs.com

Phone: +46723989188

India

Email: arushie.sinha@tcs.com

Phone: +91 22 6778 9960

Middle East & Africa

Email: s.hasneen@tcs.com

Phone: +00971567471988

Japan

Email: douglas.foote@tcs.com

Phone: +81 80 2115 0989



Email: martin.karich@tcs.com



Phone: +569 6170 9013

Nordics

Email: roland.bagen@tcs.com

Phone: +46703178024

UK

Email: peter.devery@tcs.com

Phone: +44 20 3155 2421

USA

Email: william.thomas@tcs.com

Phone: +1 203 984 3978

INDUSTRIES

Banking & Financial Services
Consumer Goods & Distribution
Communications, Media & Technology
Energy, Resources & Utilities
HiTech
Insurance
Life Sciences & Healthcare
Manufacturing
Public Services
Retail
Travel, Transportation & Hospitality

SERVICES

Consulting
TCS Interactive
Analytics and Insights
Internet of Things
Blockchain
Cloud Infrastructure
Enterprise Applications
Microsoft Business Unit
Cognitive Business Operations
Conversational Experiences
Automation & AI
Engineering & Industrial Services
Cloud Apps, Microservices & API
Cyber Security
Quality Engineering

PRODUCTS & PLATFORMS

PRODUCTS

CHROMA™
Customer Intelligence & Insights
ignio™
Intelligent Urban Exchange
Jile™
TCS OmniStore™
TCS Optumera™
Quartz™ - The Smart Ledgers™
TAP™
TCS BaNCS™
TCS iON™
TCS MasterCraft™

PLATFORMS

Advanced Drug Development
Connected Intelligence Platform
ERP on Cloud
TCS HOBST™
TCS BFSI Platforms

DISCOVER TCS

About Us
Our Historical Timeline
Alliances & Partnerships
Blogs
Business 4.0™
Business & Technology Services
Corporate Sustainability
Davos
Diversity & Inclusion
Global Trend Studies
Investor Relations
Machine First™ Approach
Newsroom
Perspectives
Research and Innovation
Sports Sponsorships
TCS Pace™
TCS Summit
The TCS Way

CORPORATE TCS

Careers
TCS Worldwide

CONNECT WITH TCS



Contact Us
Privacy Notice
Cookie Policy
Cookie Settings
Disclaimer