

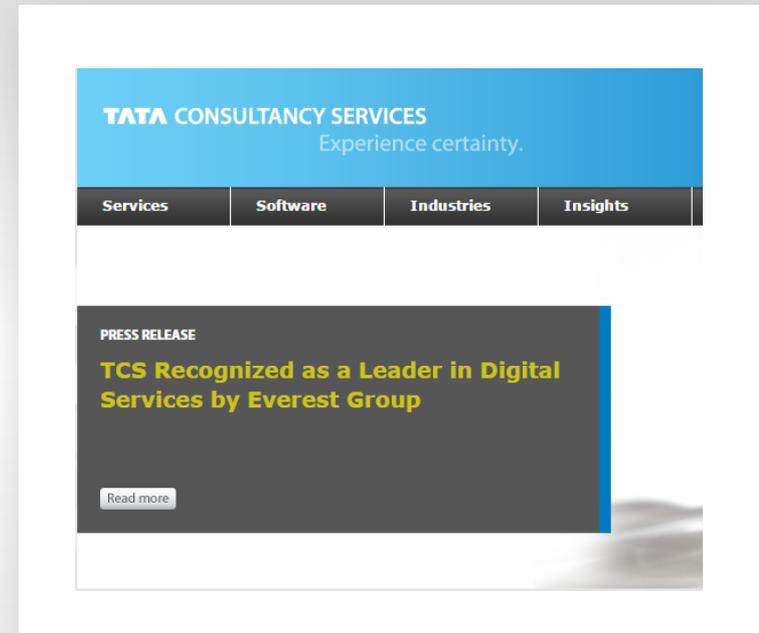


Excerpts from Brand Positioning Standpoint



COLOUR & TONALITY

- ✓ **Primary:** Blue colour's dominance over the overall visibility gives a 'service' and 'professional' touch
- ✓ **Secondary:** Grey adds the 'Corporate' and 'Sincere' feel
- ✓ **Tertiary:** Colours keep on varying from yellow, green, orange, and red giving a lively/youth perception plus



TAGLINE & BANNERS

- ✓ **Word length:** Not really short, crisp and precise
- ✓ **Language:** Very simple, flat and elaborative. May be an intentional attempt to keep it lay-man friendly. Not sure if this is a good decision from a B2B standpoint
- ✓ **Content:** Feels very raw and half-heartedly promoted. Possibly because “TATA” as a brand umbrella is not really one that needs any introduction in India

TATA & Reliance are God-Figure companies in India. They are everywhere!

Experience certainty.

TCS Recognized as a Leader in Digital Services by Everest Group

From Simple Likes to Customer Loyalty - With the right blend of user and customer experiences

TCS helps Thomson Reuters in their IT Transformation journey

How to be a digitally savvy customer in an IoT world?

TCS BaNCs

Media

Standard Chartered Bank starts custody operations in APAC, Middle East and South Africa through a single custody platform from TCS BaNCs

[Read more](#)

PSYCHOLOGICAL POSITIONING

- ✓ We are already doing great. It's not a big deal if you didn't go for us.
- ✓ We serve the biggest of the names out there.
- ✓ We can easily handle almost any task under the sun.
- ✓ We've been there, done that!
- ✓ We have dedicated software solutions for custom needs.

WEBSITE DETAILING

With a really robust sitemap and hefty content, plus a marketing video; the overall feel is like:

- ✓ We do it all
- ✓ We've got everything on the website. Source your relevance at will.
- ✓ There's so much going on here.
 - Plus - You can trust us
 - Minus - You are not the only one we have

The screenshot displays a comprehensive navigation menu for TCS, organized into several sections:

- Features**
 - Insights
 - Perspectives
 - Promontary
 - TCS Trends Study: State of Cloud Application Adoption
 - TCS Trends Study: The New Digital Mobile Consumer
 - TCS Trends Study: The Emerging Big Returns on Big Data
- Offerings**
 - Assurance Services
 - Big Data Solutions and Services
 - BI & Performance Management
 - Business Process Services (BPS)
 - Cloud Services
 - Connected Marketing Solutions
 - Consulting
 - Eco-sustainability Services
 - Engineering & Industrial Services
 - Enterprise Solutions
 - ION Small and Medium Business
 - IT Infrastructure Services
 - IT Services
 - Mobility Solutions and Services
 - Platform Solutions
 - TCS BaNCS
 - TCS MasterCraft
 - TCS Technology Products
- Industries**
 - Banking & Financial Services
 - Energy & Utilities
 - Government
 - Healthcare
 - High Tech
 - Insurance
 - Life Sciences
 - Manufacturing
 - Media & Information Services
 - Metals & Mining
 - Retail & Consumer Products
 - Telecom
 - Travel, Transportation & Hospitality
- Resources**
 - Brochures
 - Case Studies
 - White Papers
 - Newsletters
 - Videos & Multimedia
- News & Events**
 - Press Releases
 - Events
 - Analyst Report
 - TCS in the news
- About TCS**
 - Experience Certainty
 - The TCS Advantage
 - Corporate Facts
 - Heritage and Values
 - Corporate Sustainability
 - Research

At the bottom, there is a footer with the text: [Careers](#) | [Investors](#) | [Media](#) | [Worldwide Locations](#)

PERFORMANCE POSITIONING

- ✓ We are High-Tech
- ✓ We Deliver
- ✓ We play by the Rules



Analyze

Understand Customers and Markets



Digitize

Deliver Digital Experiences



Optimize

Elevate Business Performance



De-Risk

Safeguard the Enterprise



Sustain

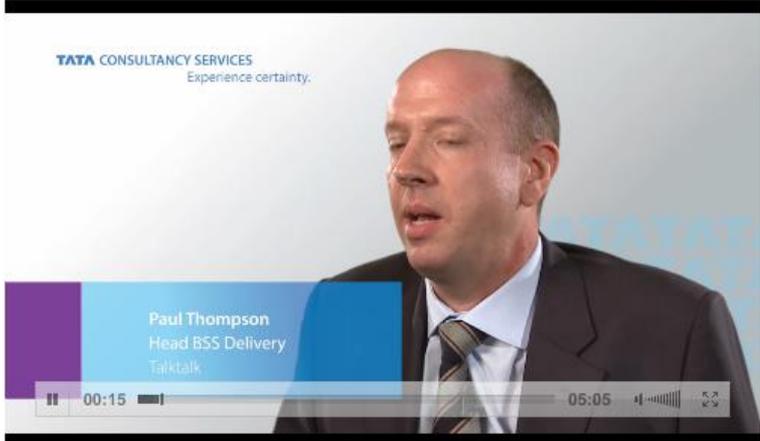
Build Sustainable Enterprises and Communities

VIDEOS & BLOGS

Company experts giving testimonial videos on most of the services page gives a great leap in trust factor and credibility.

With several blogs integrated all over the website gives a fact-check feel.

Not sure if this is a vital portion of brand existence and positioning or a luxury TATA can afford to dive into.



TATA CONSULTANCY SERVICES
Experience certainty.

Paul Thompson
Head BSS Delivery
Talktalk.

00:15 05:05



TATA STARBUCKS: CLIENT SUCCESS STORY

Tata Starbucks partnered with TCS to create an innovative IT backbone for Tata Starbucks. This helped Tata Starbucks with optimized cash flows, incur 70 percent lower initial IT capital expenses and achieve rapidly scalable retail rollouts.

LAY-MAN'S SYNOPSIS

- ✓ **Wow! TATA shall serve my Brand! That's cool...**
- ✓ **I get the English on their website but I am really confused as to what exactly are they into and how will they help me out. But who cares?**
- ✓ **Ya, there's too much going on. These guys must really be serious about what they do. I think they have the experience.**
- ✓ **I don't think they'll be able to personalize my requirements and give me an upper hand in getting my expectations customized.**
- ✓ **I think they'll be too damn costly. Also, if it is TATA; I wonder if going with my company's in-house resources is a better option against hiring these guys.**

BUSINESS SCOPE

Despite of TCS being around for quite a while; the BPO segment in Vadodara is flourishing at storming speed.

This means there's a huge segment of people out there who either can't afford them or are hell-tired with the not-so-flexible and customization-friendly service frame-work.

However, most of the other players out there are young and not so good grand or trusted names. Lots of them have come up in last 2 or 3 years only.

Things to Tap on:

1. AIS Legacy of having handled Top-Banks of America
2. Security Aspects we follow to keep critical data-security protocols intact
3. Our Price-to-Quality ratio