Sustained Policies on Technical and Operational aspects of IT Industry – A Case Study of Tata Consultancy Limited

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ABSTRACT

Running an IT company in India is one of the challenging jobs in the current scenario because of changes in IT technologies. Most of the graduates try to get their career in the same field, in the same reason, there are plenty of IT companies are opens their door to those graduates to do business in the software sector. There are several industries and numerous companies in each industry. Here each company follows different strategies to step up the industries thereby to survive and make a profit. Software and Information Technology (IT) is one of the segments where a number of departments are working together to develop products or to give services. TCS (Tata Consultancy Services Limited) is one of the most reputed Indian based IT company particularizes its business all over the world around 46 countries. It is a leading information technology firm and software outsourcing organization in the world. In its journey of business, it was a partner with many companies from the past 50 years. TCS deals with consulting-led, cognitive powered, incorporated selection of business, machinery, facilities, and solutions. In terms of market capitalization, TCS becomes the second top company in India. According to Forbes' most innovative company list, TCS placed 64th rank in all over the world and 1st rank in India. It service provider sector TCS has second place in all over the world. This paper is scrutinized how the company's growth takes place from 1968 to till date. And what are the other software companies in India that compete with TCS, Different industries in which TCS expands its business wings, different products, and services of the company and various strategies used by the company to expand its business and market capital. Contribution of the company to software industry as well as our nation and listed number of awards and accolades received by the company and also explored some problems faced by software companies in India including TCS. And finally, we analyze the business strategies of the company using SWOT analysis.

Keywords: SWOT, ERP, CSR, Consultancy, Artificial Intelligence, Cloud compute.

1. INTRODUCTION :

The software industry or IT industry is the new type of business scenario which comes in to picture only after 1955 when IBM started selling personal computers to the market. The first company that delivers software and IT services after 1955 was named Computer Usage Company. After that different software companies like Microsoft, Sun microsystems, IBM, Cognizant, Satyam, TCS, Infosys, GE, British telecom, Wipro, etc. started their business in the field of IT industry. The software industry is a unique type of industry where different software companies are running with a greater potential of serving the society with their unique working style. Of course, India is one of the leading countries in software development because of the skilled people and the ability to work efficiently with a considerably less salary [1]. So that software companies in India can successfully compete with other MNC software

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companies. The Indian software companies are well-reputed in the globe because of its quality in product and service. In fact, the trade of software from India accounts for more than sixty-five percent of the total software income. The domestic software market basically depends upon the sale of software packages and products, which constitute a major part of returns. Software products reason for almost forty percent of the domestic market. On the other hand, more than eighty percent of income from software trades comes from software services like tradition software improvement and consultancy services, etc. the different services given by software companies like Custom Trade solutions, Joint Content Management, Internet Promotion, Web Branding Services, Database Immigration services, Customization Services, Application Development, Outsourcing, ERP solutions, iPhone Apps development, Collaborative Commerce, Programming Services, Quality assurance and testing services [2].

India, home-based of the world's firmest-increasing economy, is speedily charming one of the globe's chief technology centers. That is somewhat thanks to the country's richness of highly capable technical graduates, whose statistics are upward at a rate of seven percent per year, according to the newest study from India's department of commerce and industry. In today's scenario, India is moving rapidly towards the digital transaction or digital business. So that it is very essential to use the software products to all citizens of India as well as the world in order to gather information, facilities from the government or private sector, to do banking transactions, for business, and to use social media. So all day to day activities will be carried out digitally by using software products [3]. Maybe that is the main reason in Bangalore itself more than a thousand software companies are started in the last 2 years. And also just imagine the total count of software companies currently doing business in the world. All these companies require programmers to develop different types of software, depending on the type of software they often named as web programmers, console programmers, windows programmers, mobile programmers, system programmers, game programmers, embedded programmer, system analyst, software tester, etc.

2. OBJECTIVES :

The objectives of this paper are as follows:
(1) To study the background of a top Indian IT company TCS.
(2) To study Management structure and business strategies of TCS since its inception.
(3) To know the contribution made by the company to different industries through its products and services.
(4) To understand the different products and services of TCS.
(5) To analyze the performance of the TCS in terms of revenue, profit, and employee metrics.
(6) To study the Contribution of the company to the society by its various CSR activities.
(7) To analyze the TCS using SWOC analysis.

3. RESEARCH METHODOLOGY :

This case study was designed with the help of secondary data that was already available in different web sites, journal paper, article and book. The main source of data is the annual report released by the company every year [4]. I was considered annual report of last 5 years released by TCS. To review about particular software product I collected product manual which gives brief introduction about that product [5-6].

4. TOP SOFTWARE COMPANIES IN INDIA :

As mentioned in the table 1, the list of top 5 Indian based companies along with other information's such as headquarter, year of establishment, founder's name and current Chief Executive Officer (CEO). All these top five companies are listed here are big competitors for TCS. Compare to all other companies TCS was founded very early in 1968 except the Wipro which founded on 1945. All these companies have the good founder's fame and headquarters located in most reputed cities of India as mentioned in Table 1. All these companies are spread across the different parts of the country as well as world and every year they provide employment opportunity more than one lakh people of our country [7-8]. So we salute all the five founders and CEO's of those companies they really made India proud.

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Table 1: The chart of top 5 IT companies in India with details

S.No	Company name	Head quarters	Established	Founder	CEO
1	TCS	Mumbai	1968	J. R. D. Tata, F. C. Kohli	NatarajanChandrasekaran
2	Infosys	Bangalore	1981	N. R. Narayana Murthy, K. Dinesh, NandanNilekani, Ashok Arora, S. D. Shibulal, Kris Gopalakrishnan, N. S. Raghavan	Vishal Sikka
3	Wipro	Bangalore	1945	M.H. HashamPremji	Abidali Z. Neemuchwala
4	HCL	Noida	1991	ArjunMalhotra, Shiv Nadar	Anant Gupta
5	Tech Mahindra	Pune	1986	Anand Mahindra	CP Gurnani

5. TATA CONSULTANCY SERVICES (TCS) :

Tata Consultancy Services Limited (TCS) is an Indian based worldwide information technology (IT) service and consulting company. Headquarters of TCS located in Mumbai, Maharashtra, India. It is a subordinate of the Tata Group and having its operations in worldwide over 46 different countries. TCS is one of the parts of the Tata group, and also it is recognized as India's largest multinational corporate company. Around 50 countries in worldwide TCS has over 4, 20,000 of globally recognized best consultants. After endangered the revenue of twenty billion in US dollar, it was listed in BSE (Bombay Stock Exchange) and NSE (National Stock Exchange) in India [9].

In stand of market capitalization, TCS is the second biggest company in India. According to Forbes' most innovative company, TCS placed 64th rank in all over the world and 1st rank in India. It has a 2nd place in the service provider sector in all over the world [10-11]. It also stood in top position in India to reach 100 dollar billion in market capital and placed second in m-cap at rupees above 102.6 billion dollar in BSE. Every year branches increasing in great extent in India as well as world [12].

6. EVOLUTION AND YEARWISE DEVELOPMENT :

The Company was founded in the year 1968. In the beginning, when the company was started it took punched card services to the sister company called as TISCO. In 1975, it delivers electronic and trading system called SECOM for the Swiss company. In 1980, it starts India's first committed software research and development center called TRDDC (Tata Research Development and Design Center) in Pune. In 1981, it establishes India's first client-dedicated offshore development center. Later in 1993, it acquires Canada based Software Company called Integrity Software Corporation [13].

After 2005 it was the first company to enter the bioinformatics market, in 2006 it develops a product called Indian Railway Catering and Tourism Corporation for the railway department. In 2011, it enters into small and medium enterprises with cloud computing. After this TCS becomes the highest market capitalization on any India based company. In the 2011-12 fiscal years the first time, it achieves highest annual revenue over $10 billion. In 2015, it was the first Indian company to cross market capitalization over 5 lakh core. In 2015 TCS become the most profitable software company in India[13]. In 2017, it announces its partnership with another payment technology company called Aurus. In 2018 TCS BaNCSplaced the second highest best-selling Universal Banking system by UK centered IBS Intellect in its 2018 Sales League Table. In 2019 it was befitted the top company in India to annoyed seven trillion ($100 billion) in market evaluation, creating it the country's most esteemed firm [13].

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7. MANAGEMENT STRUCTURE :

As mentioned in the Table 2 the current board of directors and management team along with their designation. The governing body of TCS has 9 members in board of director's team and 8 members in management team.

Table 2: The chart of governing body members of TCS.

Board of directors			Management Team		
S.No	Name	Designation	S.No	Name	Designation
1	N Chandrasekaran	Chairman	1	Rajesh Gopinathan	Chief Executive Officer and Managing Director
2	Rajesh Gopinathan	Chief Executive Officer and Managing Director	2	N G Subramaniam	Chief Operating Officer and Executive Director
3	N G Subramaniam	Chief Operating Officer and Executive Director	3	V Ramakrishnan	Chief Financial Officer
4	Aarthi Subramanian	Director	4	MilindLakkad	Global Head Human Resources
5	O P Bhatt	Independent Director	5	Ravi Viswanathan	Chief Marketing Officer
6	Dr Ron Sommer	Independent Director	6	K Ananth Krishnan	Chief Technology Officer
7	Aman Mehta	Independent Director	7	MadhavAnchan	General Counsel
8	Pradeep Kumar Khosla	Independent Director	8	RajendraMoholkar	Company Secretary
9	Hanne Birgitte Breinbjerg Sorensen	Independent Director	9		

8. BRANCHES SPREADS ACROSS IN INDIA :

As shown in Fig. 1 the branches of TCS is extent across in India in 16 different places. The main headquarter is located in Pune contains 7 centers. Also it has its branches in Kolkata with 9 centers, Bangalore with 5 offices, Chennai with 11 offices, Hyderabad with 4 offices, Goa with 2 offices, Noida with 3 offices and has branches in Bhubaneswar, Ahmedabad, Baroda, Coimbatore, Delhi, Gandhi agar, Jamshedpur and Kochi.
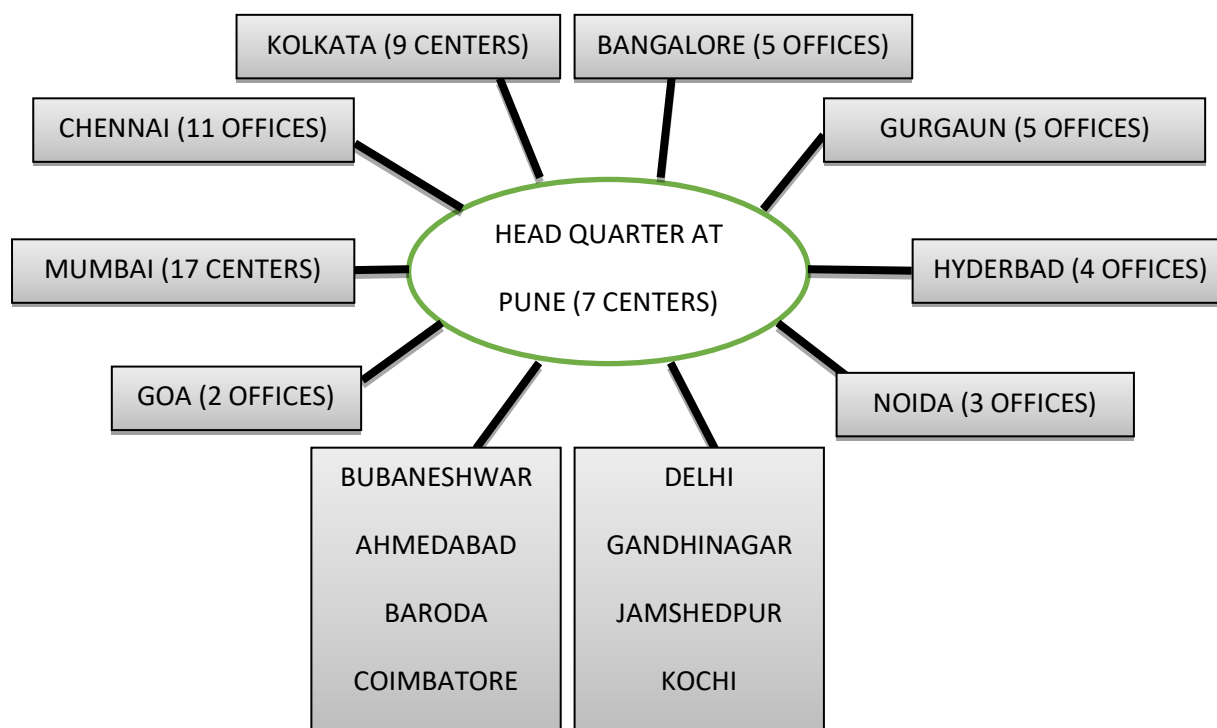
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Fig. 1: Branches spread across different cities in India.

9. CONTRIBUTIONS TO OTHER INDUSTRY :

(1) Banking and financial industry: It gives fast track open banking adoption with a pre-built, preconfigured, cloud-based platform. Open banking revolutionizes the banking and financial service and insurance industry [14].

(2) Communication, media and technology: It achieves seamless connectivity across using cloud applications. To service, today's, the ecosystem telecommunication system needs to upgrade to next-generation integration architecture that includes API management micro services, IPaaS and high weight ESB, digital data architecture.

(3) Manufacturing: helps manufacturers to monetize the product, operations, and customers. It explores how a connected, collaborative, and cognitive supply chain can enable customer business and also delivers cost and efficiency benefits.

(4) Retail Industry: helps retailers to deliver great buying experience to digital customers. The retailer can increase his profit by using artificial intelligence (AI) and machine learning.

(5) Energy, Resources and utilities: It is a dream of new revenue stream. It provides how utilities are embracing new revenue streams.

(6) Life sciences and health care: Is one of the incipient technology that whittling the life science and healthcare industry. As drug and healthcare industries approved digital technologies to improve their business, they must adopt 4.0TM that enables them to use artificial intelligence and cloud technology platform to improve their business.

(7) Travel transportation and hospitality: TCS involved a project with Malaysia airline with cloud based technology, so that, it increases its data centers and able to reach its whole transportation in very less time which meets their expected project [15]. Because of this it's overall cost declined to 51 percent and its productivity improved up to 80 percent in over 5 years.

10. TCS PRODUCTS :

(1) CHROMA™: is a solution for enterprises to adopt best practices for human resource (HR) and different human resource-related activities. Thereby helping those persons to achieve a high level of business activities to realize their potential. The main features of CHROMA™ are talent acquisition, talent core, talent development, talent performance, and talent pay. CHROMA™ is a cloud technology

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platform offers flexibility for the organization to choose and host already configured modules by the human resource team to accelerate their digital journey. It empowers the HR organization by lowering the risk and uncertainty by providing rapid time to value [16]. Some of the benefits are rehearses through agile HR, collective work environment, Supported endowment, etc.

(2) ignio™:Is a unique cognitive automation solution that judiciously blends intelligence and automation to transform the Enterprise IT operation into a proactive, fast and reliable IT operation. ignio™ helps enterprise IT teams solve pain points, maneuver through the chaos, identify the source of problems, and fix it automatically. With ignio™, enterprises face no business disruption and no irate customers. The key features and benefits are, Assimilates data from multiple sources and combines it to construct a comprehensive blueprint. Identifies and highlights areas that need attention with detailed reasoning and evidence proactively. Manages every aspect of the alert lifecycles such as alert prediction, detection, suppression, reprioritization, and resolution. It uses the most advanced form of ML and AI for its forecasting and prioritization abilities respectively. Eliminates up to 95% of alert noise.Triages systematically to identify the root causes of an incident. Identifies and prescribes the best context-based action to fix the incident. Reduces up to 60% of manual effort. Automates all technology lifecycle operation activities such as provisioning, commissioning, configuration, validate, backup & restore, and decommissioning. Meets enterprise needs, Performs end-to-end activities. After 3 years of inauguration this automation software has tremendous growth in both customers gaining as well as in terms of revenue. Now it also manages more than million technologies all over the world of more than 500 corporations.

(3) Jile^TM: An Agile DevOps platform enables an organization to adopt Agile, Scale, and Transform into innovative Agile enterprises. Adopt Agile helps teams adopt agile methods and practices to deliver software such that backlog management, release management, iteration planning, task management, and continuous integration and delivery. Scale jile helps scale methods on programs and portfolios to deliver integrated solutions such as a team of teams support, multi-level backlog, synchronize release and iteration planning, road mapping and dependency management. Transform Jile helps Enterprise to align business strategy to execution, deliver innovation faster, track outcomes, and provide continuous value to all stake holders. Some of the benefits are Easy to try, buy and use. Available in cloud and on-demand trail and usage, simple to scale, built for enterprise, benefit from industry experience.

(4) Quartz Blockchain solutions: is the solution power that takes along different firms or organizations by making the environment that improves the value provided by each organization. It was reconnoitered in different areas like payments, archives, exchange of information, finance sector, digital government, health care, insurance, music, art and so on. This solution also covers solutions for business related activities across industries, developing quality of code for various technology, easily combines already developed technologies, management and monitoring of entire eco system. There are lot of benefits for the industry from this solution to reduce the duplication of data, integrity of data, encryption of data through cryptography, to provide high level security for the data, to make data unchangeable, to provide restriction towards unauthorized access and helps to integrate legacy systems.

(5) TCS BANCS: The TCS BANCS is a universal financial platform with the digital-first, cloud-first platform. This product has a solution for banking, capital market, and insurance. For banking product named as TCS BaNCS Digital which delivers as impressive digital experience and stays ahead of the curve. For the capital market, it has a solution like BaNCS ADK and for insurance it has a product like TCS BaNCS cloud lets our enterprise connect to anything, anywhere and anytime. According to 2018 Sales League Table it was second top selling banking system surveyed by UK based IBS intelligence [24].

(6) iON: It is an ERP for developed and tutoring that also considered as world's largest digital estimation system that valued over two million aspirants in 2019.And over 162.5 million candidates are accessed by the date. In this package over 87,677 courses available. And under 345 clients over 2.67 million learners are learning in this platform. This product contains 289 clients in manufacturing and 142 clients in education.

(7) TCS ADD: It is a package for medicine production and clinical laboratory experiment with digital touch.

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(8) TCS HOBS: It is a package based on SaaS for business, transformation of business and management of revenue. And also spreads its business wings in to prepaid direct to home, plane engine, marketing by influencing current technologies like RPA, big data and other familiar interfaces.

(9) Optumera^{TM}: It is a business suit especially for people who doing selling business to optimize the process using artificial intelligence.

(10) Omnistore^{TM}: It also a software suit for store keepers to interconnect various stores with trouble less customer experience and forecasting the operations with using artificial intelligence.

(11) TCS MasterCraft: It is digital package especially for IT firms to systematize and accomplish IT processes.

11. HIGHLIGHTS AND PERFORMANCES IN LAST 5 YEARS :

All these 4 charts shown in Figure 4 actually depict the trends in revenue, profit, employee metrics and earnings per share in the last 5 financial year of the company [17-18].
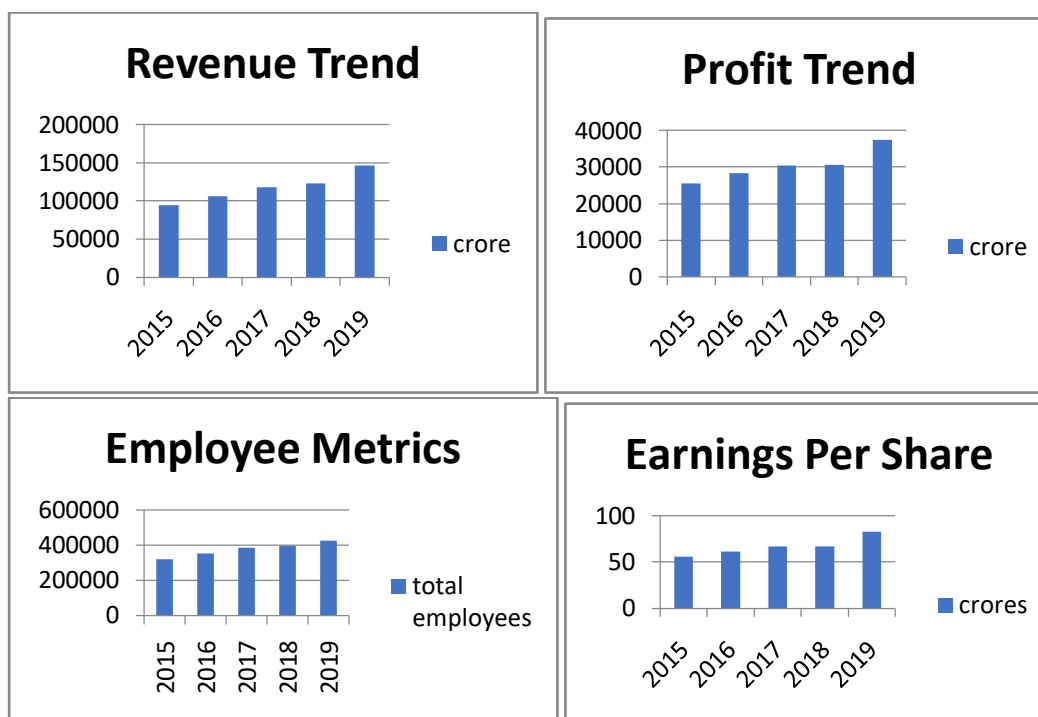

Fig.2: Chart–Revenue trend, Profit trend, Employee metrics and Earing per share

12. ACOMPLISHMENTS :

(1) Awarded as number one employer in the world from last 4 decades by employer's institute. #1 top employer in sixteennationsincluding India, Australia, Netherlands, UK, etc…

(2) Among 3 brands in the same segment TCS was considered as number 1 brand [19].

(3) In Germany, UK, Nordics, Benelux and Switzerland TCS secured first place in customer satisfaction in terms of individual ranking sector from last 6 years.

(4) Invented a product known as PACE^{TM} is a brand product for research, innovation and digital transformation service was very helpful for customer's business journey.

(5) Invented airline solution for Singapore airlines to improve airline operations that enables digital technology, effectiveness in operation and enhances the experiences of customer.

(6) Implemented a solution for power plant that is used by power generating companies to convert their operation to digital way using artificial intelligence and internet of things like technology.

(7) Successfully launched a solution for rail customers to avoiding component failure, maintaining safety by using the digital solution intelligent rail with the help of SAP[20].

(8) Acquired London based award winning digital studio W12 studios.

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(9) Successfully launched a cloud based product Agile DevOps to track production and deliver within the enterprise.

(10) Acquired top position in IT service and software field by survey conducted by Asia executive team.

(11) Gets best CEO award in 2018 by survey conducted by Asia executive team.

(12) Gets second place in best CFO award by survey conducted by Asia executive team.

(13) Acquires first place in IR Professional award, corporate governance award and IR program award and ESG/SRI metrics by survey conducted by Asia executive team.

(14) Become World's most valuable company by crossing it's the market valuation above hundred million dollars.

(15) Successfully launched a solution for banking and it became the top selling banking system in universe.

(16) Successfully started a game called Gears of War 4, Destiny 2 and ARK: Survival evolved.

(17) Invested more than 1 billion dollars in Canada.

13. CONTRIBUTIONS TO THE SOCIETY :

(1) CSR (Corporate Social Responsibility) program "Impact Through Empowerment" makes the people to allow betterment on their life [21].

(2) Edification, growth in terms of skill, health and green conservation are the key area of the company that always focused [22].

(3) Company always spreads its hand in time of natural disaster.

(4) Given moral support to rebuild some historical sites.

(5) A total of 542 Crores of rupees are spent on the CSR activities last year.

(6) Overall it contributes 36 Crores of rupees in last year for different social activities such as children's education, better employment generation, scholarship, etc…

(7) Overall it contributes 296 Crores of rupees in last year for relief fund, cancer hospital to improve technology in cancer treatment and sponsoring healthy foods to the people [23].

(8) It also spent rupees 3 Crores in last year for conservation of water. This amount spent for the activities like repair, preservation, renewal, flood protection, etc…

(9) 92 Crores of rupees are contributed to the TCS foundation.

(10) In India's IT and ITeS sector TCS registered more than ten percent revenue, thus became the leader of the market.

(11) In India TCS is the only private sector company having huge number of employees thus became the largest employer of the nation.

(12) After government sector organization such as army, railway and post office, TCS is the only company became the largest employer in nation [24].

(13) Started an IT literacy program for adults called ALP that eliminates the weakness in literacy of adult people.

(14) Started a program called UDAAN to help Kashmiri youth people to increase employability in cooperation with NSDC.

(15) Over 59000 youth to be trained in Jammu & Kashmir under the project UDAAN.

(16) MedMatra is an integrated 'Hospital Management System, along with IT infrastructure fully integrated, web-based solution provides free of cost to cancer institute at Chennai.

14. SWOC ANALYSIS :

SWOC analysis is a predefined tool to identify the Strengths, Weaknesses, Opportunities, and Challenges in an organization [25][26].

Strengths:

- Clients from the different market: here the company does not depend on single market clients rather than it has the client from different distinguished markets like Telecom, software, banking, financial, retail, media, entertainment, medicine, etc… reduces the market risk[27].
- A geographically large area of coverage that helps the company to spread its business to different continents or nations or cities so that it reduces the business risk and improves the

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appearance of the country in world. In India also its branches are spread across different cities as mentioned in fig 1.

- TCS has a strong business partnership with other companies such as Adobe, Amazon, Bosch, Dell, and HP, etc… across the world, so because of this it can able to provide viable and advanced business in terms of product and services [28].
- Strong and balanced wings of TCS like BPO, IT, development, etc. …are able to attract different clients that really help to improve the business.
- The well reputation of founder's image helps the company to develop [29].
- The strong governing body as mentioned in table 2 helps to motivate employees.
- Good infrastructure and innovative labs that enable the TCS employees to update themselves in order to know the latest technology [30].

Weaknesses:

- In 2014 TCS was involved in a legal battle against the epic system for misuse of the epic system's confidential information. This type of incident really damages the company's reputation[31].
- The subsidiary companies of TCS are Deligenta which was not performed up to the mark, which affects the performance of TCS in the bottom line [32].
- Being a company TCS mainly working in outsourcing the project should have a strong consultation team, but the consultation team which shows a strong reflection of the decline in the growth cycle of TCS [33].

Opportunities:

- Digital technology and digital transformation are one of the big opportunities for the company. In the entire world, the business is digitalized and TCS encases this opportunity by coming up with products on a different platform.
- The whole world is moving towards technology like cloud-based technology, so the company has very well infrastructure to develop a cloud-based solution.
- Machine to Machine (M2M) solution is the future trend and the company is all having a comprehensive suite of M2M service that takes advantage of the demand for M2M solution.
- Enterprise mobility solution is now having a high demand in the business market and is expected to grow up to 24.7 percent until 2022. So the TCS having more focus on developing enterprise mobility solutions[34-35].

Challenges:

- As we know the TCS is a multinational company, so some of the immigration restrictions of foreign countries will affect the profitability of the company[31].
- There is some intense competition from other Indian companies like Wipro, Infosys, Accenture, and Cap Gemini, etc.
- Indian IT industry is subjected to a high attrition rate which increases cost in providing skills and leadership for newly hired employees [36].
- Demands from the employees to increase the cost for the employee [37].
- Increasing the value for rupees against the dollar is always a big challenge for the company.

15. AWARDS AND ACOLADES RECEIVED :

In 2018, Asia's outstanding company's poll, TCS received the most outstanding company of India award; Named as the fastest-growing brand of the year in 2019 and TCS brand value crosses 12.8 billion in last year. According to Europe's large independent survey, TCS secured 1st rank in terms of customer satisfaction. By ICICI Lombard and CNBC-TV18 at the respected India risk management awards won the top risk management framework and systems in the IT ITES sector. In large industry category at the CII industrial intellectual property award won the best patent portfolio award in 2018. According to the Forbes best company list, TCS secured 35th rank all over the world[37]. In finance, Asia's managed survey in 2019 TCS got 1st rank in investor relations and 2nd rank in the best-managed company. And the industrial investor's all India Asia's team ranking TCS clinches topdomicile in best corporate authority and second domicile in topinvestors relation in 2018. In individual ranking CEO and

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MD of TCS, Mr. Rajesh Gopinathan secured first rank and best CEO award. And Ramakrishnan secured the best CFO award and KedharShiralisecured with the best IR professional. TCS BaNCS, beside with its customer DBS, earned the 'Financial Markets Technology Implementation of the Year – Best Custodian System Implementation' at The Asian Banker Financial Markets Awards 2018.ignio™ earned an honor for Leading Use of Machine Learning inside the CapacityMechanization Analytics Industry from the enterprise Management Association [38].

TCS proprietors are renowned as a universalbestproprietor for the fourthuninterrupted year by top employer institute. Itsimilarlysecured the 2018 Canadian National Human ResourceReward for the 'Best Recruitment Campaign', for the fourth straight year. Secured 11 Stevie– 5 Gold Stevie, 2 Silver Stevie, and 4 Bronze Stevie – at the 2018 Great Employers Awards for successes in Talent Acquisition and Development, Leadership Training, and Creative Use of Technology Awarded 2018 [39]. TCS secured with a lot of other awards and accolades during the year 2018 and 2019.

16. FINDINGS AND SUGGESTIONS :

Some of the findings of the above case study are;
➤ The growth of TCS every year is because of its research team in the background.
➤ TCS hires always skilled technical graduates,
➤ TCS has good atmosphere and work culture and ethics for employees.
➤ TCS has good social responsibilities and they serve the people with different activities.

Some of the Suggestions of the above case study are;
➤ Any public or private sector company in order to sustain itself in the market, they supposed to analyze the business and forecast future trends.
➤ TCS should spread its social responsibilities using diverse channels and through brand ambassadors.

17. CONCLUSION :

Software industry is the huge industry and its contribution is tremendous to the society as well as nation. Most of the young generations today are attracted towards software industry because India is the only country produces more than one lakh of engineers every year by different technical education institutions. That may be the reason the Indian software companies can able to compete with other MNC companies even if there is some internal threat exist. Also the governmental policies like digital India concept leads a new startup companies across India. If they get support like this way soon India become global hub in terms software development and service sector.

Out of several software companies, only a few companies in India reached a global level and extend their market to several countries all over the world. TCS is also one of the companies that reached this level only because of its dedication shown to achieve the goal. In this paper, I conclude that one of the reasons TCS reached to global level because it understands the market requirement properly and comes out with software product that was able to meet market requirement, so every product comes out from TCS has more clients in a global level. TCS has a good research lab and research team that can able to forecast the future market scenario and thereby looking to develop products that meet necessity at that point in time. TCS business policies are studied in this paper based on guidelines provided in the company analysis case study methodology

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