



Consulting Companies

Company Analysis

- *Tata Consulting Services*
- *Boston Consulting Group*

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Overview

TCS

VS

BCG

Tata Consultancy Services is a multinational **information technology services, business solutions and consulting** company based in India. A purpose-led organization that is building a meaningful future through **innovation, technology, and collective knowledge.**

A part of the Tata group, India's **largest multinational business group**, TCS has over 500,000 of the world's best-trained consultants in **46 countries.**

Boston Consulting Group is a global consulting firm that **partners with leaders in business and society** to tackle their most important challenges and capture their greatest opportunities based in Massachusetts.

They work in a uniquely **collaborative model** across the firm and throughout all levels of the client organization, fueled by the goal of helping our clients thrive and enabling them to make the world a better place.

CSR Initiative

TCS

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- At TCS, CSR programs seek to create **sustainable well-being**. The guiding principle is **“Impact through Empowerment”**, where outcomes and measurable impacts are delivered through a long term sustained effort.
- TCS demonstrates care for the community through its focus on **education & skill development, health & wellness and environmental sustainability** including biodiversity, energy & water conservation.
- TCS also seeks to extend support in instances of natural disasters.



At BCG they believe that the best way to overcome complex social and environmental challenges is by enriching and expanding our partnerships, fostering system-level coalitions, and transforming the influence of business in the world. This is the heart of their social impact approach.

The key areas are:

- **Climate and Environment**
- **Education**
- **Global Health**
- **Diversity, Equity, and Inclusion**
- **Economic Development**
- **Humanitarian Crises**

Example: They supported the Indian state of Haryana to quickly and sustainably boost the quality of education for millions of students.

Future Prospects

TCS

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- A firm belief in **organic talent development, and of investing in people**, has helped TCS successfully navigate through multiple technology cycles over the last five decades, pivoting and adapting each time to build relevant new capabilities
- TCS will also continue to **expand the reach of its STEM** (Science, Technology, Engineering and Mathematics) and **Computer Science education programmes in Arizona** by increasing teacher training and online content for students over the next two years.



At BCG they look forward to **progress in the adversity**, they understand and are elevating their purpose to become more important than ever, giving the foundations necessary to **increase stability, reduce fear, see beyond current crises**, and plan for a stronger future; helping the clients to prosper.

They believe in driving a social impact by **empowering people and creating a reasonable business** and are taking necessary **steps to protect our planet**.

USP

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- **Customer-centricity** is at the heart of TCS' strategy, organization structure and investment decisions. TCS' customer-centric worldview helps spot trends early, embrace business opportunities by making the right investments and mitigating risks while discharging its **social and environmental responsibilities**.
- Over time, TCS's participation has also extended into the **departmental budgets of other stakeholders** within the customers' organizations – business heads, CMOs, CROs, COOs, CFOs and even CEOs.



- At BCG, they have a simple statement that encapsulates the broader purpose of a global business consulting firm: **unlocking the potential of those who advance the world**.
- They work closely with clients to embrace a transformational approach aimed at benefiting all stakeholders—empowering organizations to grow, build sustainable competitive advantage, and drive positive societal impact.
- They also have a BCG matrix developed in 1970's which is a tool to correlate company's growth and market share.

Marketing Strategies

TCS

- **PRODUCT MIX:**

The solutions that TCS provides to businesses and clients are the items in its marketing mix. TCS offers a broad range of services, including

- IT services and Infrastructure
- Consulting etc.

- **PRICE MIX OF TCS:**

TCS accounts for 70% of the total revenue of its parent business. TCS has developed a competitive pricing policy to acquire a competitive advantage over competing brands, as it faces tough competition from rival brands.

- **PROMOTION MIX OF TCS**

TCS makes its influence felt throughout the community through a variety of community projects. This is the most effective technique to reach the most number of individuals because they are serving society and receiving reputation and notoriety in exchange for their efforts.

Highlights

TCS

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REVENUE: \$ 22.2 BILLION

The revenue for FY 2021 was `164,177 crore, higher by 4.6% over the previous year's revenue of `156,949 crore.

Tata Consultancy Services has made **5 acquisitions and 3 investments**. The company has spent over \$ 98M for the acquisitions. Tata Consultancy Services has invested in multiple sectors such as and more.

Pramerica (Nov 2020),
BridgePoint (Nov 2018),
W12 Studios (Nov 2018)

REVENUE: \$ 8.6 BILLION

The revenue for FY 2020 was higher by just 1% over the previous year's revenue of \$8.5 Billion.

They are present in **50 countries** around the world, with corporate alumni of 29k.

The Company has made 12 investments. Their most recent investment was on Oct 13, 2020, when Axora raised \$10M.

They have participated in 34 events in the recent past. The company has only one sub-organization i.e. BCG Gamma.