

# **A Study on Brand Positioning of TCS**

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**Abstract:** *This research paper explores strategies to enhance the brand positioning of Tata Consultancy Services (TCS), a global leader in the IT services industry. The study delves into factors influencing brand perception, customer satisfaction, differentiation from competitors, and recommendations for improving TCS's brand positioning. Utilizing a mixed-method approach with surveys and data analysis, the research identifies key findings such as the significant influence of customer service, TCS's strong brand reputation compared to competitors, appealing aspects of its brand positioning, and effective marketing channels. The paper concludes with actionable suggestions for TCS to refine its product offerings, communication strategies, market targeting, and corporate social responsibility initiatives to further strengthen its brand positioning and market leadership*

**Keywords:** Tata Consultancy Services

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