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Manager, Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex
Mumbai
Symbol: TCS

The General Manager, Listing Department
BSE Limited
P.J. Towers, Dalal Street
Mumbai 400001
Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of the Press Release titled **"ALDO Group Selects ignio™, TCS' Cognitive Automation Solution, to Intelligently Automate its IT Operations"** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,
For **Tata Consultancy Services Limited**

Rajendra Moholkar
Company Secretary

digitate

For immediate use **PRESS** RELEASE

ALDO Group Selects ignio™, TCS' Cognitive Automation Solution, to Intelligently Automate its IT Operations

World-Leading Fashion Retailer to Improve Business Responsiveness, Resilience and Agility by Deploying Cognitive Automation Solution for Enterprise IT

SANTA CLARA | MUMBAI, August 13, 2018: Digitate, a software unit of Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organization, today announced that its cognitive automation solution, *ignio™*, has been selected by the ALDO Group, a world-leading creator and operator of desirable footwear and accessory brands, to intelligently automate and simplify its enterprise IT operations.

The ALDO Group, a long-standing TCS customer, selected TCS' platform *ignio™* – the world's first cognitive automation solution for enterprise IT – as part of the continued digital transformation of its business operations. With their product portfolio and customer base significantly expanding in recent years, the retailer chose *ignio™* as a solution for delivering intelligent automation in order to rapidly deploy new services, increase the resilience of its digital solutions and reduce operational risks, while simultaneously improving organizational efficiency and responsiveness.

"It is a major priority for the ALDO Group to move all of our services to a digital platform, and ensure a high level of resilience and agility," said Dominic D'Amata, Vice President – Architecture, Governance and Infrastructure for the ALDO Group. "In recent years, as our business has expanded, our systems have become ever more complex. As such, *ignio™* will help us to simplify the management of these systems, giving us greater efficiency and control over critical aspects of our IT operations."

ignio™ is designed to automate and optimize an enterprise's IT operations and processes to improve speed and flexibility, reduce risk and enhance the user experience. The platform has the capacity to sense, think and act, integrating information from a wide range of sources to blueprint, self-learn and be contextually aware of an enterprise's technology and operations. *ignio™* is offered as a Services-as-Software platform, deployed either on-premise or on the cloud, based on the needs of the business. It provides organizations with the ability to make informed decisions quickly and self-heal from operational incidents, while reducing the reliance on manual processes and modelling tasks.

"TCS has developed algorithmic retailing solutions to help businesses become agile, proactive and efficient," said Pratik Pal, President of Retail and CPG, TCS. "We are pleased to extend our partnership with the ALDO Group and enable *ignio™* cognitive power to drive ALDO Group growth and digital transformation as they move forward in their Business 4.0 digital transformation journey."

"*ignio*™ is increasingly being recognized for its unique ability to solve critical enterprise IT operations problems," said Akhilesh Tripathi, Chief Commercial Officer at Digitate. "We apply artificial intelligence to significantly improve existing processes. It's an area that has not seen much widespread innovation in the last few years, and our customers are extremely excited about what we can do for them."

About Digitate

Digitate™ leverages machine learning and AI (artificial intelligence) to intelligently manage IT and business operations. Our award-winning product, ignio™, is a cognitive automation solution that helps IT rapidly identifies and remediates outages in minutes. ignio's unique pre-built knowledge allows customers to realize the value of AI in significantly less time than other solutions. It binds together disparate but interconnected business applications, processes, and the underlying infrastructure to drive smart decisions and perform actions autonomously.

Digitate is a new venture of TCS (Tata Consultancy Services) founded in 2015 as a wholly-owned entity. Digitate is headquartered in Santa Clara, California, USA and Pune, India.

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 the last fifty years. TCS offers a consulting-led, cognitive powered, integrated portfolio of IT, Business & Technology Services, and engineering. 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 more than 400,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $19.09 billion for year ended March 31, 2018 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.

About ALDO Group Inc.

Founded in 1972 by Aldo Bensadoun, who had a vision to create a different kind of company, one built on ethics, compassion and understanding the customer to offer them the best possible products and services every day. The ALDO Group is a world-leading creator and operator of desirable footwear and accessory brands. With 3,000 points of sale in over 100 countries around the world, the organization operates under two signature brands, Aldo and Call It Spring, and a multi-brand retail concept, GLOBO. The ALDO Group is also an industry-recognized wholesale distributor and third-party sourcing provider of fashion footwear, handbags and accessories. In addition to the Head Office in Montreal, the ALDO Group has international offices in Europe and

Asia. Equipped with the values of love, respect, and integrity, the ALDO Group is as unique as its people. For more information, visit www.aldogroup.com.

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