TCS/PR/SE-87/2017-18

January 12, 2018

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

BSE Limited
P.J. Towers
Dalal Street
Mumbai
Kind Attn: General Manager,
Department of Corporate Services
Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of the Press Release titled **"Modell's Sporting Goods Adopts Tata Consultancy Services' OmniStore™ Unified Store Commerce Suite"** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Rajendra Moholkar
Company Secretary

TATA CONSULTANCY SERVICES
Tata Consultancy Services Limited
Maker Towers 'E' Block 11th Floor Cuffe Parade Colaba Mumbai 400 005 India
Tel 91 22 6778 9191 Fax 91 22 6639 1836 e-mail corporate.office@tcs.com website www.tcs.com
Registered Office 9th Floor Nirmal Building Nariman Point Mumbai 400 021
Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS** RELEASE

Modell's Sporting Goods Adopts Tata Consultancy Services' OmniStore™ Unified Store Commerce Suite

Partnership Establishes Next Generation Point-of-Sale and Embarks on Seamless Experience Across All Retail Channels

NEW YORK | MUMBAI, January 12, 2018: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has been selected by Modell's Sporting Goods, one of America's oldest, family-owned and operated retailers of sporting goods, to deploy TCS OmniStore™ Unified Store Commerce Suite to transform their stores and deliver a true omni-channel experience for customers.

Modell's chose OmniStore™ for its unified commerce vision and TCS' deep digital retail expertise and executive level commitment to the solution's success. OmniStore™ transforms historically proprietary and closed POS solutions into a single open architecture that enables a seamless experience across channels. Modell's was looking to move from a variety of in-store touch points, including traditional POS registers, mobile devices and self-service kiosks, to a next-generation POS solution to enhance its personalized customer service and loyalty capabilities.

"I'm very proud of our joint undertaking; not only is the solution we have chosen seamless, but so is our partnership," said David Strobelt, Senior Vice President, CIO and Supply Chain Officer at Modell's Sporting Goods. "The team embraced a new omni-architecture, agile-development methodology, and a 7/24 onshore-offshore delivery model along with this initiative. All "firsts" for Modell's. I am absolutely thrilled to see the framework of our shared vision now being introduced in our stores. Omnistore is the foundation upon which we deliver many exciting capabilities to come."

OmniStore™ is a suite of ready to use omni-channel services ingrained into a modern POS to fast track unified commerce transformation for retailers. Its extensible architecture and industry leading data model helps retailers to seamlessly orchestrate omni-channel journeys for their customers by enabling stores to extend their web and mobile channels. OmniStore™ is hardware agnostic, reducing retailers' total cost of ownership by eliminating the need to be tied to proprietary hardware typically prescribed by traditional POS solutions.

"Our partnerships with leading retailers give us a unique insight into the challenges faced in enabling an omni-channel experience with traditional POS," said Pratik Pal, President of Retail and CPG, TCS. "We believe that a complete suite of unified commerce services within one platform is required for stores to triumph in the omni-channel customer journey, and it is our privilege that Modell's trusted us with such an important initiative."

"The Modell's and TCS teams are truly unified in bringing about this solution that will so richly benefit our associates and customers," noted Rachel Dorsey, Sr. Manager of Omni-channel Solutions at Modell's Sporting Goods. "An observer would be hard pressed to single out who works for which company, as we have all banded together. What we have achieved together has already exceeded all of our expectations."

For immediate use **PRESS RELEASE**

About Modell's Sporting Goods

Founded in 1889, Modell's Sporting Goods is the local family sporting goods destination that provides a convenient and compelling shopping experience for the athlete and fan in all of us. Modell's offers customers an assortment of top brands in sporting goods equipment, footwear, team apparel and active apparel for every level of play year round. The retailer operates over 150 158 stores located in New York, New Jersey, Pennsylvania, Connecticut, Massachusetts, New Hampshire, Delaware, Maryland, Virginia and Washington, DC. In addition, www.Modells.com is a diverse website which services customers all over the country, filling all of their needs regardless of their residence.

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that partners with many of the world's largest businesses in their transformation journeys. 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 over 390,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $ 17.6 billion for year ended March 31, 2017 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. For more information, visit us at www.tcs.com.

To stay up-to-date on TCS news in North America, follow @TCS_NA. For TCS global news, follow @TCS_News.

TCS media contacts:

Asia Pacific:	Email: neerja.jetley@tcs.com Phone: +65 90295944
Australia and New Zealand	Email: Darren.rudd@tcs.com Phone: +61 488 403 013
Benelux	Email: Joost.galema@tcs.com Phone: +31 615 903387
Central Europe	Email : anke.maibach@tcs.com Phone: + 49 172 6615789
Europe:	Email: ashish.babu@tcs.com Phone: +31 611 531246
India:	Email: arushie.sinha@tcs.com | shamala.p@tcs.com Phone: +91 22 6778 9960 | +91 22 6778 9081
Japan	Email: douglas.foote@tcs.com Phone: +81 80-2115-0989
Latin America	Email:martin.karich@tcs.com Phone: +569 6170 9013
Nordics	Email: mattias.afgeijerstam@tcs.com Phone : +46723989188
UK:	Email: peter.devery@tcs.com Phone: +44 7764 835 773
USA / Canada:	Email: b.trounson@tcs.com Phone: +1 646 313 4594

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