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July 1, 2021

**National Stock Exchange of India Limited**  
**Exchange Plaza, Bandra Kurla Complex,**  
**Mumbai - 400051**  
**Symbol - TCS**

**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 “**TCS Helps Wiley Improve Customer Experience and Boost its Online Business**” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

A handwritten signature in blue ink, appearing to read 'Rajendra Moholkar', with a horizontal line underneath.

**Rajendra Moholkar**  
**Company Secretary**

**TATA CONSULTANCY SERVICES**

**TATA Consultancy Services Limited**

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Corporate identification No. (CIN): L22210MH1995PLC084781

## TCS Helps Wiley Improve Customer Experience and Boost its Online Business

*Tata Consultancy Services Modernized Wiley's Ecommerce Platform, Enriching the Shopping Experience for Customers*

**NEW YORK | July 1, 2021:** Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, partnered with John Wiley & Sons, an American multinational publishing company, to modernize its ecommerce platform with SAP Commerce, creating a unified, seamless customer experience.

Built on a 200-year heritage of quality publishing, Wiley enables researchers, learners, universities, and corporations to develop skills and knowledge by delivering content in new and innovative ways to enrich the learning experience. The company's legacy ecommerce platforms lacked scalability, flexibility and seamless customer experience, which constrained its ability to adopt new business models and make acquisitions.

Wiley partnered with TCS to modernize its ecommerce platform for the North America region, with a roadmap to extend it to the UK, Europe and Asia. TCS leveraged its deep contextual knowledge of Wiley's business as well as its domain expertise to design and deploy the new platform using SAP Commerce. TCS also laid the foundation for headless commerce with flexible architecture that will enable faster time-to-market and personalized customer experience across channels.

TCS designed a new user interface that simplified the shopping experience and enabled hassle-free checkouts without any lags. This and the improved resilience to traffic spikes, enhanced the customer experience and resulted in an 11% increase in the conversion rate and 40% reduction in bounce rate. Further, the new platform's state-of-the-art features like real-time fraud checks and address verification provide increased security to Wiley.

*"With an objective to deliver exceptional experiences for our customers and employees, we needed to remodel our ecommerce business. Being in the publishing business, it is also an important revenue stream for us. With TCS, we were able to achieve a scalable commerce platform and create new and innovative ways to enrich our customers' buying experience,"* said **David Levine, Sr. Director, eCommerce, Wiley**. *"We are positive that this strategic partnership with TCS will help us reach our long-term business goals and enhance omni-channel experience for our customers."*

*"To remain competitive in today's rapidly changing digital landscape, companies are constantly looking for ways to provide their customers with the best online experiences with consistent and seamless interactions through innovative technologies,"* said **Akhilesh Tiwari, Global Head, Enterprise Application Services, TCS**. *"With this reimagined ecommerce platform, we believe that Wiley will take their commerce experience to the next level, drive business growth, and improve customer satisfaction and loyalty."*

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### About Tata Consultancy Services (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 over 50 years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. 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 488,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$22.2 billion in the fiscal year ended March 31, 2021, 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 MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit [www.tcs.com](http://www.tcs.com) and follow TCS news at [@TCS News](https://twitter.com/TCS_News).

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