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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 Optunique™ and TCS Optumera™ Win Top Honors at the 2021 Artificial Intelligence Excellence Awards**” 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', with a horizontal line underneath.

Rajendra Moholkar
Company Secretary

TATA CONSULTANCY SERVICES

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TCS Optunique™ and TCS Optumera™ Win Top Honors at the 2021 Artificial Intelligence Excellence Awards

Tata Consultancy Services' AI-Powered Retail Products Recognized for Effectively Leveraging Machine Learning and Self-Aware Strategic Planning Respectively to Create Value

NEW YORK | MUMBAI, April 05 2021: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has won two awards at the 2021 Artificial Intelligence Excellence Awards. [TCS Optunique™](#), its AI-powered enterprise personalization solution, was named the *Best Theory of Mind Machine Learning Product* while [TCS Optumera™](#), its AI-powered retail optimization suite was declared the *Best Self Aware Strategic Planning Product*.

TCS Optunique received the award for its ability to drive unified personalized experiences across the omnichannel journey for every customer, every time, by rapidly understanding customer intent in real time, while factoring in their long-term preferences. It is powered by over 100 algorithms, a goal-based connected interface and a future-ready single service design to accelerate the personalization journey. With TCS Optunique, retailers can realize a 10% upshift in the customer base from unknown shoppers to loyal customers and 75% decrease in customer churn, thereby increasing the Customer lifetime Value.

TCS Optumera was recognized for empowering retailers to make AI-enabled integrated decisions across business areas. It uses advanced AI techniques to continuously monitor thousands of customer-, market-, and vendor-behaviors; model scenarios and customer behavior to identify sales and margin opportunities; and recommend changes to merchandising (price, space, assortment, promotions) and supply chain levers. Global Fortune 500 companies have deployed TCS Optumera to realize a 3% - 5% increase in sales and gross margin and 50% reduction in time customers spend in aisles, while gaining the ability to execute five times more merchandising strategies.

"Businesses worldwide are harnessing the power of AI to build differentiated capabilities, agility and real-time adaptiveness to dynamic scenarios. Our vision is to help retailers drive topline growth with AI-powered integrated merchandising and supply chain decisions, and build customer lifetime value with contextual hyper-personalization," said **Shankar Narayanan, Business Group Head, Retail, CPG, Travel & Hospitality, TCS**. *"This recognition is yet another strong testimony to our products' superior capabilities in the AI space."*

"We are so proud to name TCS Optunique and TCS Optumera as winners in our inaugural Artificial Intelligence Excellence Awards program", said **Maria Jimenez, Chief Nominations Officer for Business Intelligence Group**. *"It was clear to our judges that TCS Optunique utilizes Machine Learning to drive unified business goals and strategies by enabling seamless integration across all channels and TCS Optumera enables better strategic planning for enterprises across merchandising and supply chain by leveraging AI. Congratulations to the entire team!"*

TCS Optunique and TCS Optumera are flagship products of the [TCS Algo Retail™](#) suite of products and platforms which helps retailers reimagine their businesses, orchestrating data flows across the retail value chain and harnessing the power of analytics, AI and machine learning to unlock exponential business value.

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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 the last 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 469,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$22 billion in the fiscal year ended March 31, 2020 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.

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