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November 5, 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 OmniStore™ Recognized in Now Tech Report for Point of Service Solutions**” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

A handwritten signature in black ink, appearing to read 'Pradeep'.

Pradeep Manohar Gaitonde
Company Secretary

TATA CONSULTANCY SERVICES

TATA Consultancy Services Limited

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Corporate identification No. (CIN): L22210MH1995PLC084781

TCS OmniStore™ Recognized in Now Tech Report for Point of Service Solutions

Tata Consultancy services' AI-Powered Unified Commerce Platform, TCS OmniStore™, Offers Retailers a Comprehensive Set of Omnichannel Capabilities to Drive Superior Customer Experiences

NEW YORK | MUMBAI, November 5, 2021: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has been named in the Forrester Now Tech: Point-of-Service Solutions, Q4 2021, for [TCS OmniStore™](#), its award-winning AI-powered unified commerce platform¹.

With paths-to-purchase increasingly becoming non-linear, TCS OmniStore helps retailers drive a seamless and unified customer experience with connected context between online and stores. While customers can add items from their digital cart to their in-store purchases, cashiers can save in-store items that customers may want to purchase later in the customer's online cart.

Shoppers can avoid checkout lines through self- or assisted checkouts on a mobile device. The commerce platform also taps into diverse, real-time data sources to build intelligence into the checkout process helping cashiers identify checkout fraud and offer customers contextual recommendations to maximize basket value without seeming overzealous. For example, they can offer discounts on wishlisted items and personalized promotions.

The AI-powered command center ensures uninterrupted experiences with autonomous sensing and self-healing of IT issues. Retailers using TCS OmniStore have experienced a 5-10% boost in sales, a 5X reduction in the average checkout time, and a 20-30% reduction in labor hours.

With its inherent microservices architecture and fluid technology stack, TCS OmniStore offers enterprises enormous freedom and flexibility to make the most of their existing investments and leverage enterprise capabilities to build new lines of service or apps quickly. This enables them to serve new journeys without worrying about channel constraints.

"Our AI-powered unified commerce platform is being adopted by forward-thinking retailers worldwide, helping them not only deliver on their customer strategy today—no matter where, when, or how the customer decides to engage or shop—but also fuel commerce transformation. We are pleased to receive this recognition from Forrester," said **Shankar Narayanan, Business Group Head, Retail Cluster, TCS**.

TCS OmniStore is a part of the [TCS Algo Retail™](#) suite that enables retailers to seamlessly integrate and orchestrate data across the retail value chain, harnessing the power of analytics, AI, and machine learning to unlock exponential business value.

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 528,000 of the world's

¹ Now Tech: Point-of-Service Solutions, Q4 2021, Emily Pfeiffer, Forrester Research, October 5, 2021

For immediate use **Press Release**

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

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