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October 7, 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 a Press Release titled “**TCS OmniStore™ Named in Gartner® Market Guide for Unified Commerce Platforms Anchored by POS**” 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

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TCS OmniStore™ Named in Gartner® Market Guide for Unified Commerce Platforms Anchored by POS

Tata Consultancy Services' AI-Powered Unified Commerce Platform, TCS OmniStore™, Enables Retailers to Deliver Unified Customer Journeys by Offering Connected Context Between Online and In-Store

NEW YORK | MUMBAI, October 07, 2021: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, has been named a Representative Vendor in the 2021 Gartner Market Guide for Unified Commerce Platforms Anchored by POS, for [TCS OmniStore™](#), its award-winning AI-powered unified commerce platform¹.

TCS OmniStore helps retailers orchestrate integrated multichannel customer journeys and provide a unified shopping experience of carts, wish lists, promotions, and orders, with contextual insights between online and store. Retailers can create memorable micro-experiences by empowering store associates to offer a discount on wish listed items, or help shoppers avoid checkout lines through self- or assisted-checkouts on a mobile device. Shoppers can enjoy innovative omni-channel experiences such as buy online and pick-up in store, partial pickup, or delivery from store.

The platform also taps into diverse, real-time data sources across the ecosystem to build intelligence in the checkout process, helping retailers enhance customer experience or prevent checkout fraud. Its AI-powered command center enables autonomous sensing and self-healing for an 'always on' store. Retailers using TCS OmniStore have experienced a 5-10% boost in sales, a 5X reduction in average checkout time, and a 20-30% reduction in labor hours with seamless operations.

TCS OmniStore is powered by a cloud-native, headless commerce architecture with microservices and APIs, offering retailers enormous freedom and flexibility to reuse their existing infrastructure, leverage enterprise capabilities, and build new journeys, services, and apps quickly without worrying about channel constraints. It serves diverse lines of business—general merchandize, discount, specialty, fashion, restaurant, post office, telecom, and travel and hospitality industries.

"The ability to anticipate customer journeys to drive value and convenience across the path to purchase is becoming a strong differentiator. Our future-ready platform OmniStore, allows retailers to not only influence customers, but also make them feel special and engaged," 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.

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¹ Gartner, Market Guide for Unified Commerce Platforms Anchored by POS for Tier 1 and Tier 2 Retailers, Max Hammond, August 2, 2021

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 500,000 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.

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