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December 15, 2020

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 Named in Gartner’s Market Guide for Retail Assortment Optimization Applications in Merchandising**” 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

9th Floor Nirmal Building Nariman Point Mumbai 400 021

Tel. 91 22 6778 9595 Fax 91 22 6778 9660 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

TCS Named in Gartner's Market Guide for Retail Assortment Optimization Applications in Merchandising

Tata Consultancy Services' AI-Based Merchandize Optimization Suite, TCS Optumera™, Enables Retailers to Curate Shopper-Centric Assortments in Stores and Channels, Driving up Sales and Profitability

NEW YORK | MUMBAI, December 15, 2020: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, announced that its award-winning AI-based merchandize optimization suite for retailers, TCS Optumera™, has been named as a Representative Vendor in the Gartner Market Guide for Retail Assortment Optimization Applications in Merchandising¹. The guide has recognized TCS Optumera Assortment Optimization, Competitive Assortment and Fashion Assortment offerings.

TCS Optumera is an AI-powered retail optimization suite that reshapes retailers' decision making with self-learning and multi-dimensional concurrent optimization. It harnesses the power of data, machine learning and artificial intelligence to help retailers rapidly execute changes by rendering key merchandizing processes intelligent and autonomous, optimizing space, assortment, pricing, and supply chain decisions. Retailers using TCS Optumera have reported a 3-5% increase in sales, 30%-50% reduction in time spent, 5x more strategies and 20-30% reduction in costs.

"TCS Optumera is helping leading retailers move away from traditional calendar-based category resets and pivot to intelligent merchandizing and supply chain strategies incorporating 'always-on' optimization, offer intelligent assortments aligned with market dynamics and shifting customer preferences, curate shopper-centric omnichannel experiences and drive growth," said **Shankar Narayanan, Business Group Head – Retail, CPG, Travel & Hospitality, TCS.**

By running its algorithms on thousands of factors that impact business KPIs, including shopper preferences and competitive assortment, TCS Optumera™ Assortment Optimization enables leading global retailers to hyper-localize assortments across stores and online channels, rationalize their SKUs, and help shoppers find what they need, maximizing sales and profitability. A sub-module, Competitive Assortment, uses a three-tier matching algorithm to provide retailers insights about gaps in their assortment, versus competition.

TCS Optumera Fashion Assortment leverages AI and computer vision capabilities using attributes, images, and trends to provide hyper-localized, size-profile based item recommendations helping retailers curate the right mix of products that resonate well with shoppers and improve sales.

TCS Optumera is part of the TCS Algo Retail™ suite which enables retailers to seamlessly integrate and orchestrate data flows across the retail value chain, harnessing the power of analytics, AI and machine learning to unlock exponential business value.

¹ Gartner, "Market Guide for Retail Assortment Optimization Applications in Merchandising", Robert Hetu, October 2020

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About Tata Consultancy Services Ltd. (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 453,000 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.

For TCS global news, follow [@TCS_News](https://twitter.com/TCS_News).

TCS Retail Media Contact

Dennis Roman	Email: dennis.roman@tcs.com Phone: +1 561 865 3339
Rolly Sitani	Email: rolly.sitani@tcs.com Phone: +44 7799533372

TCS media contacts:

Asia Pacific	Email: charlene.lee@tcs.com Phone: +65 9138 4370
Australia and New Zealand	Email: kelly.ryan@tcs.com Phone: +61 422 989 682
Benelux	Email: joost.galema@tcs.com Phone: +31 615 903387
Canada	Email: tia.thomas@tcs.com Phone: +1 647 790 7602
Europe	Email: mattias.afgeijerstam@tcs.com Phone: +46 723 989 188
India	Email: arushie.sinha@tcs.com Phone: +91 22 6778 9960
Middle East & Africa	Email: s.hasneen@tcs.com Phone: +971567471988
Japan	Email: douglas.foote@tcs.com Phone: +81 80-2115-0989
Latin America	Email: martin.karich@tcs.com Phone: +569 6170 9013
Nordics	Email: roland.bagen@tcs.com Phone: +46 70 317 80 24



For immediate use **PRESS RELEASE**

UK	Email: peter.devery@tcs.com Phone: +44 20 3155 2421
USA	Email: william.thomas@tcs.com Phone: +1 203-984-3978

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