



TCS/PR/SE-127/2020-21

November 23, 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 OmniStore™ Named the POS Technology of the Year at the Retail Systems Awards 2020**” 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 OmniStore™ Named the POS Technology of the Year at the Retail Systems Awards 2020

Tata Consultancy Services' Unified Commerce Platform was Recognized for its Innovative Use of Technology to Enable Integrated Omni-channel Customer Journeys and Holistic Shopping Experiences

LONDON | MUMBAI, November 23, 2020: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, announced that its unified commerce platform, [TCS OmniStore™](#), part of TCS Algo Retail™ suite, has been named the Point of Sale Technology of the Year at the Retail Systems Awards 2020.

The Retail Systems Awards recognize technology excellence and innovation within the retail sector. TCS OmniStore was recognized for its open architecture and fluid technology stack that traverses channels, devices, data, and customer journeys— 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.

TCS OmniStore helps retailers orchestrate integrated multichannel customer journeys and provide a unified shopping experience of carts, wishlists, promotions and orders, with contextual insights between online and store. They can create memorable micro-experiences by empowering store associates to offer a discount on wishlisted 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 enhance customer experience or prevent checkout fraud. Its AI-powered command center enables autonomous sensing and self-healing for an 'always on' store.

The future-ready platform is powered by a cloud-native, headless commerce architecture with microservices and APIs, helping accelerate retailers' commerce cloud journey. It serves diverse lines of business—general merchandize, discount, specialty, fashion, restaurant, post office, telecom, and travel and hospitality industries.

"TCS OmniStore de-duplicates commerce capabilities and offers a fluid technology that traverses channels, touchpoints, data, and customer journeys, helping businesses to deliver seamless, connected customer experiences and drive growth. We are pleased to receive the POS Technology of the Year award that recognizes our passion for innovation and the market success of our TCS OmniStore platform-," said **Shankar Narayanan, Business Group Head, Retail, CPG, Travel & Hospitality, TCS.**

TCS' Algo Retail suite 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.

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).

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