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June 24, 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 Optunique™ Wins AI Breakthrough Award for Delivering Contextualized Experiences to Shoppers**” 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

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Corporate identification No. (CIN): L22210MH1995PLC084781

TCS Optunique™ Wins AI Breakthrough Award for Delivering Contextualized Experiences to Shoppers

Tata Consultancy Services' Solution was Recognized for its Innovation, Performance, and Ease of Use

NEW YORK | MUMBAI, June 24, 2021: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, announced that its enterprise personalization solution, TCS Optunique™, has won the Artificial Intelligence Breakthrough Award in the category Best AI-based Solution – Retail.

The AI Breakthrough Awards recognize industry leaders that build innovative AI solutions based on an evaluation of the innovation, performance, ease of use and manageability, functionality, value, and impact of the products. TCS Optunique was recognized for its ability to deliver unified and contextualized experiences across the omnichannel journey by evaluating customer intent in real time.

With its patented retail-specific meta model, TCS Optunique autonomously creates enriched customer feature dictionaries that facilitate better decisioning. By leveraging over 40 curated ready-to-use personalization use cases powered by 100+ algorithms, TCS Optunique maps the short term intent of shoppers with their long-term preferences and drives personalization for both known and unknown shoppers in real time. Explainable AI allows the business teams to easily validate outcomes and optimize business strategies.

TCS Optunique can help retailers increase their customer base by 10%, reduce customer churn by 75% and reduce page exists and cart abandonments by 20%. Patented reinforcement algorithms continuously optimize personalized recommendations aligned with business goals such as Customer Lifetime Value thereby ensuring content, offers, and products are of the highest relevance for customer engagement. This is accomplished without the need for A/B testing which is not only expensive but also slows down decision-making.

“AI is defining the new frontier in personalization and enriching customer journeys. The AI-powered TCS Optunique, with its outcome-based approach to real-time personalization and decision orchestration is helping retailers create omnichannel personalization journeys to improve the overall experience and drive growth,” said **Shankar Narayanan, Business Group Head, Retail, CPG, Travel & Hospitality, TCS.** *“We are delighted to receive the AI Breakthrough Award that recognizes our innovation in delivering personalized and unified shopping experiences for every customer, every time.”*

TCS Optunique is a part of the TCS Algo Retail™ suite of products and platforms 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 AI Breakthrough Awards

The AI Breakthrough Awards are run by Tech Breakthrough, a leading market intelligence and recognition platform for today's most competitive global technology markets. AI Breakthrough Awards honors the top

companies, technologies, and products in the Artificial Intelligence industry today, with a comprehensive list of award categories that recognize the best AI industry leaders.

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 488,000 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 and follow TCS news at [@TCS News](https://twitter.com/TCS_News).

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