



TCS/PR/SE-158/2020-21

January 25, 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’ AI-powered Merchandise Optimization Suite Optumera™ Honored by Alconics Awards**” 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' AI-powered Merchandise Optimization Suite Optumera™ Honored by Alconics Awards

Tata Consultancy Services' Suite Helps Retailers Make Data-driven Decisions Around Right-sizing Store Space, Shopper Centric Omni-channel Assortment, Pricing Strategies and Compliance

NEW YORK | MUMBAI, January 25, 2021: [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting and business solutions organization, announced that its AI-powered retail merchandizing and supply chain optimization software suite, TCS Optumera™, has been Highly Commended in the category 'Best Enterprise AI Solution' at The Alconics Awards.

The Alconics Awards recognize industry leaders across a broad spectrum of AI technologies, and feature more than 340 entries in 14 categories. The award for Best Enterprise AI Solution recognizes leading companies that build and apply the most innovative and effective AI solutions – in any industry.

TCS Optumera helps retailers make data-driven merchandizing and supply chain decisions regarding right-sizing store space, shopper centric omni-channel assortment, pricing strategies and compliance. Leveraging the power of AI and the TCS Algo Retail™ framework, TCS Optumera continuously analyzes more than 1,000 factors that impact key performance indicators to deliver cross-channel recommendations for optimization. Fortune 500 companies that have deployed TCS Optumera have seen a 3% to 5% increase in sales, 30% to 50% reduction in time spent, and 20 to 30% decrease in costs.

“Retailers leveraging the AI-driven optimization solution TCS Optumera are being rewarded with the agility, flexibility and data-driven insights needed to quickly respond to the drastic shifts happening across business and shopping behaviors,” said **Shankar Narayanan, Business Group Head, Retail, CPG, Travel & Hospitality, TCS.** *“This Alconics Award recognition is a strong validation of our deep domain expertise, global scale and investments in AI solutions that transform the way retailers operate to gain competitive advantage.”*

The TCS Algo Retail framework, 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. TCS Algo Retail suite includes Optumera and TCS OmniStore™, a unified commerce platform.

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 469,000 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.

To stay up-to-date on TCS news in North America, follow [@TCS_NA](https://twitter.com/TCS_NA). For TCS global news, follow [@TCS_News](https://twitter.com/TCS_News).

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