TCS/PR/SE-170/2021-22

January 25, 2022

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East)
Mumbai - 400051
Symbol - TCS

BSE Limited
P. J. Towers,
Dalal Street,
Mumbai - 400001
Scrip Code No. 532540

Dear Sirs,

We are sending herewith copy of the Press Release titled "**TCS is a Launch Partner for Microsoft Cloud for Retail**" which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,
For **Tata Consultancy Services Limited**



Pradeep Manohar Gaitonde
Company Secretary

TATA CONSULTANCY SERVICES

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Corporate identification No. (CIN): L22210MH1995PLC084781

TATA CONSULTANCY SERVICES

Building on belief

For immediate use **Press Release**

TCS is a Launch Partner for Microsoft Cloud for Retail

Tata Consultancy Services to Help Accelerate Clients' Innovation Agendas, Enable Intelligent Retail, Reimagine Customer Experiences, and Drive Growth

NEW YORK | MUMBAI, January 25, 2022: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) is now a partner for the newly-launched Microsoft Cloud for Retail, expanding its collaboration with the hyperscaler.

TCS will combine its deep industry knowledge, and experience from working with leading retailers worldwide and its multi-horizon cloud transformation framework, to help retail clients accelerate their growth and transformation journeys using Microsoft Cloud for Retail. Microsoft Cloud for Retail is a secure industry-specific cloud that brings together various Microsoft technologies, linked by a common data model to connect experiences across the end-to-end shopper journey with integrated and intelligent capabilities.

TCS is a Microsoft Gold Partner and Microsoft Azure Expert Managed Service Partner, recognized for its expertise in delivering the highest quality of service on Azure. It offers a comprehensive set of end-to-end services and intellectual property such as TCS Optumera™, its award-winning AI-powered retail optimization platform, and a host of other accelerators on the retail cloud. TCS' large global team of Microsoft-certified specialists will help clients harness the power of AI, automation, and cloud to provide greater visibility and control of data, uncover deep insights, design dynamic personalized experiences, and drive growth.

TCS will also use its Pace Ports™, a global network of co-innovation hubs that bring together a collaborative ecosystem of startups, technology partners, and academia to spur innovation.

"Retailers that make better use of customer data and insights are able to respond faster to changing consumer needs and adapt to the rapidly evolving market," said **Shankar Narayanan, Business Group Head, Retail Cluster, TCS**. *"This expanded collaboration will help our retail clients accelerate their transformation agenda with Microsoft Cloud for Retail and allow them to achieve greater responsiveness, adaptability and purpose-led growth."*

"*We are pleased to welcome TCS as a Microsoft Cloud for Retail partner. Together we will deliver innovative solutions to help retailers address their most pressing challenges, drive resilience and realize growth*," said **Shelley Bransten, Corporate Vice President, WW Retail & Consumer Goods Industries, Microsoft**. "*We look forward to collaborating with TCS to bring future-first Microsoft Cloud for Retail solutions and services to retailers around the world*."

TCS' growing list of retail client successes, built on Microsoft's industry-leading technology includes The Walgreens Boots Alliance, and UK-based retailers Marks & Spencer and Sainsbury's.

TCS' Microsoft Business Unit works with customers worldwide to accelerate their multi-horizon cloud transformation journeys. Its large and growing pool of consultants have led some of the biggest IT transformation programs and pioneering technology initiatives for over 100 clients in the retail industry. TCS recently won the 2021 Microsoft Partner of the Year Award for Azure Intelligent Cloud in France, the Dynamics 365 Field Service in the US, and was named a Finalist for Microsoft's US Retail and Consumer Goods Partner of the Year.

To learn more about the TCS Microsoft Business Unit, visit tcs.com/Microsoft-business-unit.

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 556,000 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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