



TCS/PR/SE-116/2021-22

October 28, 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 Named in Gartner® Market Guide for Retail Intelligent Virtual Store Design Applications**” 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® Market Guide for Retail Intelligent Virtual Store Design Applications

Tata Consultancy Services' Retail Optimization Platform, TCS Optumera™ Leverages AI to Enable Customer-Centric, Store-Specific Space & Assortment to Drive Sales and Profitability

NEW YORK | MUMBAI, October 28, 2021: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a leading global IT services, consulting, and business solutions organization, has been named a Representative Vendor in the Gartner Market Guide for Retail Intelligent Virtual Store Design Applications, for [TCS Optumera™](#), its award-winning AI-powered retail merchandizing and supply chain optimization platform¹.

TCS Optumera helps retailers drive customer-centric omnichannel business strategies and make data-driven decisions around space, mix, price, promotions, markdowns, omnichannel assortment, and supply chain. By infusing AI in these processes, it enables retailers to carry-out in-store initiatives such as buy online and pickup in store, click and collect centers, and experience zones. It also helps curate products across channels, thereby helping improve footfall, exceed customer expectations, increase basket values, and improve profitability.

Retailers that deployed Optumera have seen 3-5% increase in sales, 30%~50% reduction in time spent, 20-30% reduction in costs, and execute 5x more strategies.

*"Amidst a changing store landscape and an increasing shift to online, serving a customer need at their channel of choice is more challenging than ever before for omnichannel retailers," said **Shankar Narayanan, Business Group Head, Retail Cluster, TCS**. "TCS Optumera helps global retailers make intelligent space, assortment, and supply chain decisions in an integrated manner, resulting in improved margins and customer delight."*

TCS Optumera is a flagship product 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.

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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.

¹ Market Guide for Retail Intelligent Virtual Store Design Applications, Robert Hetu, Gartner, September 21, 2021

For immediate use **Press Release**

A part of the Tata group, India's largest multinational business group, TCS has over 528,000 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

TCS media contacts:

Asia Pacific	Email: sean.davidson@tcs.com Phone: +65 9139 3668
Australia and New Zealand	Email: kelly.ryan@tcs.com Phone: +61 422 989 682
Canada	Email: tia.thomas@tcs.com Phone: +1 647 790 7602
Europe	Email: joost.galema@tcs.com Phone: +31 615 903387
India	Email: saxena.kritika@tcs.com Phone: +91 22 6778 9999 Email: vanshika.sood@tcs.com Phone: +91 22 67789098
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
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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