TCS/PR/SE-52/2019-20

July 5, 2019

National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex
Mumbai
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 an IoT Leader in Digital Transformation in the Retail Industry by NelsonHall"** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Rajendra Moholkar
Company Secretary

For immediate use **PRESS RELEASE**

TCS Named an IoT Leader in Digital Transformation in the Retail Industry by NelsonHall

Tata Consultancy Services' Domain Expertise, Industry-specific Assets, and IoT-related Intellectual Property Positioned it as a Leader in the Retail and Travel, Transportation & Logistics Industries

LONDON | MUMBAI, July 5, 2019: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organization, has been recognized as a Leader in the NelsonHall NEAT for IoT in Business Transformation in the Retail and Travel Transportation and Logistics industries.[1]

In the Retail sector, TCS was placed highly on both axes – ability to deliver immediate benefits and ability to meet future client requirements. Cited as strengths were TCS' Digital Twin capabilities that are evolving swiftly at a high level of component resolution, the TCS Connected Universe Platform, which offers robust middleware capabilities, and its expanding library of prebuilt IoT connectors and solution accelerators. The report also highlights the company's evolving partnership ecosystem with clear partner role definition.

"In a Business 4.0™ world, technology holds the key to unlock the latent value within an enterprise's value stream nodes, so CEOs are beginning to leverage IoT to transform their business models," said **Regu Ayyaswamy, Global Head, IoT & Engineering Services, TCS**. *"Our Leadership positioning is a recognition of our ability to deliver immediate benefits and the investments we have made to help us meet our customers' future requirements."*

TCS' Business 4.0 framework and Machine First™ Delivery Model (MFDM™) are guiding customers further along their digital transformation roadmaps and helping drive superior business outcomes. TCS has been partnering customers in business transformation and value creation initiatives, leveraging its contextual knowledge of the customer's business and deep expertise in IoT and other digital technologies. A unique consulting-led Value Discovery Approach is used to identify the right business use cases to maximize value and chart a roadmap for the enterprise.

TCS offers a comprehensive portfolio of IoT-related intellectual property and services spanning strategic planning, systems design, implementation, technical and business integration services, and post deployment support and maintenance. TCS' IoT solutions for retailers intelligently connect customers, the supply chain, store operations and assets, to transform business processes and deliver significant impact.

R

[1] NEAT for IoT in Business Transformation, Mike Smart, NelsonHall, May 2, 2019

The TCS Future Store solution provides access for retailers to data-rich shopper insights that improves the in-store experience resulting in a smart and frictionless retail experience for the customers. Location-based technologies help retailers identify and engage better with customers through personalized promotions, RFID chips and inventory robots ease the efforts of tracking inventory and lower stock-out loss scenarios. The insights from sensor data together with enterprise data enables new capabilities that can drive sales and improved customer satisfaction.

TCS' solutions for the transportation industry address the problem of information blackouts while a shipment is in transit, with 'phygital' technologies such as machine vision and IoT. TCS' proprietary DigiFleet™, solution, is an IoT enabled SaaS suite, focused on empowering fleet owners and shippers with real time visibility and actionable insights on assets, on-the-move globally, enabling data-driven route planning and work assignment. AI and ML-based predictive recommendations drive operational agility, better capacity utilization and superior customer experience.

Mike Smart, Senior Analyst, NelsonHall, said, *"TCS has taken a comprehensive approach to IoT services, with use cases ranging from connected assets to connect products, workforce, operations and supply chain. And TCS is supporting these use cases by investing in IP."*

"The combinatorial power of IoT, machine learning and AI is helping retailers and other consumer-facing businesses build visibility into their supply chains and deliver an enhanced customer experience," said **Shankar Narayanan, Business Head, Retail Cluster, TCS.** *"Our contextual knowledge, deep domain expertise in the retail and consumer business sector, intellectual property and co-innovation with partners and global academic institutions, are driving our market success."*

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 the last fifty 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 424,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $20.9 billion in the fiscal year ended March 31, 2019, 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 immediate use **PRESS RELEASE**

About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in IT and business services. NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, all-original research, and is widely respected for the quality, depth, and insight of its analysis.

TCS media contacts:

Asia Pacific	Email: charlene.lee@tcs.com Phone: +65 9138 4370
Australia and New Zealand	Email: kelly.ryan@tcs.com Phone: +61 422 989 682
Benelux	Email: joost.galema@tcs.com Phone: +31 615 903387
Central Europe	Email: anke.maibach@tcs.com Phone: + 49 172 6615789
Europe	Email: mattias.afgeijerstam@tcs.com Phone: +46723989188
India	Email: arushie.sinha@tcs.com Phone: +91 22 6778 9960
Japan	Email: douglas.foote@tcs.com Phone: +81 80-2115-0989
Latin America	Email: martin.karich@tcs.com Phone: +569 6170 9013
Nordics	Email: roland.bagen@tcs.com Phone: +46 70 317 80 24
UK	Email: peter.devery@tcs.com Phone: +44 20 3155 2421
USA / Canada	Email: b.trounson@tcs.com Phone: +1 646 313 4594

###