TCS/PR/SE-101/2018-19

October 23, 2018

Manager, Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex
Mumbai
Symbol: TCS

The General Manager, Listing Department
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' Optumera™ Wins AIconics Award for Best Application of AI in the Enterprise"** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Rajendra Moholkar
Company Secretary

TATA CONSULTANCY SERVICES
Experience certainty.

PRESS RELEASE For immediate

TCS' Optumera™ Wins Alconics Award for Best Application of AI in the Enterprise

Tata Consultancy Services AI powered Merchandise Optimization Suite Recognized for its Ability to Utilize AI to Obtain Strategic Insights that Provide Business Value to Retailers

NEW YORK | MUMBAI, October 23, 2018: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organization, today announced that its Optumera™, an AI powered merchandise optimization suite has been recognized as the 'Best Application of Artificial Intelligence in the Enterprise' by The Alconics, the world-renowned awards celebrating the drive, innovation and hard work in the international Artificial Intelligence for Business Community.

TCS Optumera™ leverages the power of AI to localize and right-size store space, curate shopper centric omni-channel assortment, pre-empt competitor pricing strategies real-time, and enable optimal price recommendations and automate planogram compliance and gap scan through image processing.

"Optumera™ has been instrumental in helping Fortune 500 companies drive strategic growth and digitally transform their companies into Business 4.0 enabled enterprises," said Pratik Pal, President Retail, CPG and TTH, TCS. "This award from The Alconics is a testimony to our deep contextual knowledge and sustained commitment to building innovative AI solutions that unlock exponential value for our customers."

The Alconics awards were held in San Francisco on September 18, 2018, featuring more than 300 entries in six categories, and award winners being recognized as industry leaders across a broad spectrum of AI technologies. The awards were part of The AI Summit San Francisco, the leading and biggest AI for Enterprise event.

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 411,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $19.09 billion in the fiscal year ended March 31, 2018, 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. For TCS global news, follow @TCS_News.

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
Benelux	Email: Joost.galema@tcs.com Phone: +31 615 903387
Central Europe	Email : anke.maibach@tcs.com Phone: + 49 172 6615789
Europe:	Email: ashish.babu@tcs.com Phone: +31 611 531246
India:	Email: arushie.sinha@tcs.com | shamala.p@tcs.com | vivek.padiyar@tcs.com Phone: +91 22 6778 9960 | +91 22 6778 9081 | +91 226778 1121
Japan	Email: douglas.foote@tcs.com Phone: +81 80-2115-0989
Latin America	Email: martin.karich@tcs.com Phone: +569 6170 9013
Nordics	Email: mattias.afgeijerstam@tcs.com Phone : +46723989188
UK:	Email: peter.devery@tcs.com Phone: +44 20 3155 2421
USA / Canada:	Email: b.trounson@tcs.com Phone: +1 646 313 4594

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