TCS/PR/SE-80/2015-16

January 18, 2016

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

BSE Limited
P.J. Towers
Dalal Street
Mumbai
Kind Attn: General Manager,
Department of Corporate Services
Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of the Press Release titled "**Tata Consultancy Services Launches Optumera™ and OmniStore™ Retail Solutions**" which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

Suprakash Mukhopadhyay
Vice President and Company Secretary

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Corporate Identification No. (CIN): L22210MH1995PLC084781

For immediate use **PRESS** RELEASE

Tata Consultancy Services Launches Optumera™ and OmniStore™ Retail Solutions

TCS Optumera™ Digital Merchandising Suite and OmniStore™: Unified Store Commerce Platform Help Retailers Deliver Frictionless Customer Experience and Drive Growth

NEW YORK | MUMBAI, January 18, 2016: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading global IT services, consulting and business solutions organization, today announced the launch of two retail solutions. Optumera™ Digital Merchandizing Suite enables retailers to leverage the power of computational intelligence to deliver shopper centric merchandising, and Omnistore™: Unified Store Commerce Platform is a micro-services based modern POS platform to help retailers seamlessly orchestrate omni-channel journeys for their customers. These solutions will be showcased at the National Retail Federation BIG Show from January 17-20.

TCS' Retail business, with more than 20 years of consulting and IT services expertise with global retailers, leveraged its unique vantage point to develop next generation innovative solutions that address the emerging omnichannel needs of today's retailers.

Optumera™ Digital Merchandising Suite leverages the power of Big Data analytics, analyzing heterogeneous data sources with advanced machine learning algorithms. In turn, retailers can localize and optimize store space, curate a shopper centric omni channel assortment, respond in real time to competitor pricing strategies, and automate planogram compliance through image processing. Optumera™ leverages stochastic optimization algorithms on a high performance computing platform for prescriptive analytics that help merchants to predict the possible consequence based on different choices of action to de-risk their investments and model customer behavior.

OmniStore™: Unified Store Commerce Platform alleviates retailers' current challenges with traditional Point of Sale (POS) platforms that are incalpable of delivering an omni-channel customer experience. OmniStore™is a micro-services based Unified Stores Commerce Platform with open standards aligned architecture and industry leading ARTS data models. This helps retailers seamlessly orchestrate omni-channel journeys for their customers in store by unifying the cart, wish-lists and catalogs across channels, and combining store and online orders. OmniStore™ is hardware agnostic, has flexible architechture and offers multiple deployment models (including cloud) and easy customization, without disrupting upgrades and support for multiple devices, including tablets, phones and registers.

"TCS is focused on developing solutions that harnesses the power of digital technologies to help retailers innovate and differentiate," said Pratik Pal, President of Retail and CPG, TCS. "Optumera™ leverages advanced big data analytics and machine learning to drive shopper centric merchandising. We believe this will bring the power back to the merchants. TCS has invested in building OmniStore™, which is a compelling alternative to a traditional POS. Built on micro-services architecture, it enables orchestration of omnichannel user journeys in stores."

About Tata Consultancy Services Ltd. (TCS)
Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT, BPS,infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 344,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $15.5 billion for year ended March 31, 2015 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com.

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