



TCS/PR/SE-23/2022-23

May 2, 2022

**National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G, Bandra Kurla
Complex, Bandra (East)
Mumbai - 400001
Symbol - TCS**

**BSE Limited
P.J. Towers,
Dalal Street,
Mumbai - 400051
Scrip Code No. - 532540**

Dear Sirs,

We are sending herewith copy of a Press Release titled “**Duluth Trading Company Transforms In-Store Checkout Experiences with TCS OmniStore™**” 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 'Pradeep Manohar Gaitonde', with a horizontal line underneath.

**Pradeep Manohar Gaitonde
Company Secretary**

TATA CONSULTANCY SERVICES

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Duluth Trading Company Transforms In-Store Checkout Experiences with TCS OmniStore™

Tata Consultancy Services' Unified Commerce Platform Has Helped the Lifestyle Company Enhance Customer Satisfaction, Improve Sales, and Drive Growth

MOUNT HOREB, WI | MUMBAI, May 02, 2022: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) has worked with Duluth Trading Co. to drive seamless omni-channel checkout experiences using [TCS OmniStore™](#), its award winning AI-powered unified commerce platform.

Duluth Trading was looking to enhance the in-store experience by leveraging its digital data and extending sales channels. The lifestyle company chose TCS as its transformation partner, and OmniStore as the core platform, for its flexibility, intuitive interface and ease of adoption.

TCS OmniStore effectively supports Duluth Trading's growth strategy by replacing its traditional POS system, with a modern, services-based unified commerce platform merging and extending existing channels and customer touchpoints, as well as flexibly orchestrating omni-channel customer journeys. It serves as a single commerce platform for all in-store commerce: POS, MPOS, Scan and Go, curbside pickup and more.

The platform has enabled all Duluth Trading stores across the US to drive faster check-out and returns with improved visibility of items purchased across channels. For store associates, TCS OmniStore provides real-time access to universal carts, promotions and orders, item information and inventory with connected context between online and store. Store associates leverage this information to upsell and cross-sell, as well as offer personalized recommendations.

The platform has a simple and intuitive user interface that doesn't require much training and increases productivity. The omni-channel mixed-basket sales and simplified return capabilities implemented by TCS OmniStore have helped Duluth Trading significantly improve customer satisfaction and sales, and enhance growth.

*"Our retail and IT leadership are very complimentary of how OmniStore has performed through the peak holiday season," said **Christopher Teufel, Sr. Vice President of Information Technology and Logistics, Duluth Trading Co.** "Especially in its ability to sell products to our customers regardless of the location. Within a single customer interaction, we're able to provide a broader offering at the register, and this was an important part of our successful selling approach this past holiday season. We're excited to roll our mobile solution across the retail chain in early 2023 and to learn more about how we engage our customers in new ways within our store fleet."*

*"As a leader in retail business transformations, TCS has a unique insight into the omni-channel needs of the industry and constraints with traditional POS," said **Shankar Narayanan, Business Group Head, Retail Cluster, TCS.** "We are pleased to partner with Duluth Trading Co. in their strategic initiative to reimagine in-store customer experiences. TCS OmniStore enables a seamless omni-channel customer journey while laying a solid foundation for future retail,"*

A part of TCS Algo Retail™ suite, TCS OmniStore, is a micro-services based future commerce platform that can flexibly orchestrate unified omni-channel customer journeys and help businesses roll out new services and apps quickly without having to worry about channel constraints. It can serve diverse lines of business—general merchandize, discount, specialty, fashion, restaurant, post office, telecom, and travel and hospitality industries.

About Duluth Trading

Duluth Trading is a growing lifestyle brand for the Modern, Self-Reliant American. Based in Mount Horeb, Wisconsin, we offer high quality, solution-based casual wear, workwear and accessories for men and women who lead a hands-on lifestyle and who value a job well-done. We provide our customers an engaging and entertaining experience. Our marketing incorporates humor and storytelling that conveys the uniqueness of our products in a distinctive, fun way, and our products are sold exclusively through our content-rich website, catalogs, and “store like no other” retail locations. We are committed to outstanding customer service backed by our “No Bull Guarantee” - if it’s not right, we’ll fix it. Visit our website at <http://www.duluthtrading.com/>

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 592,000 of the world’s best-trained consultants in 46 countries. The company generated consolidated revenues of US \$25.7 billion in the fiscal year ended March 31, 2022, 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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