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June 24, 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 “**TCS OmniStore Wins Omnichannel Technology of the Year Award**” which will be disseminated shortly.

The Press Release is self-explanatory.

Thanking you,

Yours faithfully,
For **TATA CONSULTANCY SERVICES LIMITED**

**Pradeep Manohar Gaitonde
Company Secretary**

TATA CONSULTANCY SERVICES

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TCS OmniStore Wins Omnichannel Technology of the Year Award

Tata Consultancy Services' Unified Commerce Platform – TCS Omnistore was Recognized by Retail Systems for Delivering Seamless Omnichannel Customer Experiences

LONDON | MUMBAI, June 24, 2022: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) announced that TCS OmniStore™ has won the Omnichannel Technology of the Year award for delivering a seamless omnichannel customer experience across channels.

The Retail Systems Awards recognize technology excellence and innovation within the retail sector. TCS OmniStore was awarded for enabling frictionless, personalized, and unified shopping experiences regardless of where, how, or when customers choose to engage with retailers.

By unifying all channels and data and giving retailers a single view of customers, transactions, orders, and inventory across channels, TCS OmniStore broadens the opportunity for selling and drives business growth with new capabilities such as mixed baskets and the ability to quickly sell on new touchpoints. Additionally, retailers can enable voice-based shopping with Scan and Go and drive next-gen in-store digital experiences such as AR/VR and contactless technologies with Edge computing, and ensure uninterrupted experiences with autonomous sensing and self-healing of IT issues.

TCS OmniStore serves diverse lines of business—general merchandize, discount, specialty, fashion, restaurant, post office, telecom, and travel and hospitality industries.

The platform's inherent composable commerce architecture helps retailers construct their own commerce platform from a wide range of commerce capabilities such as checkout anywhere and multiple payment and fulfillment options. The ability to reuse existing investments and execute strategic build vs buy decisions is a key advantage as it minimizes disruptions to critical business processes and the IT landscape, ensuring faster time to market.

Retailers using TCS OmniStore have experienced 5-10% boost in sales with upselling, cross selling, and real-time contextual personalization; 50% reduction in the average checkout time with fast scans, optimized processes, real-time promotions and quick receipt printing; and a 20-30% reduction in labor hours with seamless operations.

"We are pleased that OmniStore has been recognized as the Omnichannel Technology of the Year. Customers want to own their shopping journeys; the decision to start on one channel and finish on another has to be entirely theirs. With its unique ability to orchestrate this journey across all channels, TCS OmniStore drives exponential business growth with faster time to market of commerce capabilities," said **Shankar Narayanan, Business Group Head, Retail Cluster, TCS.**

TCS OmniStore is a part of the [TCS Algo Retail™](#) suite 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.

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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