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August 8, 2022

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G, Bandra Kurla
Complex, Bandra (East)
Mumbai - 400051
Symbol - TCS

BSE Limited
P. J. Towers,
Dalal Street,
Mumbai - 400001
Scrip Code No. 532540

Dear Sirs,

We are sending herewith copy of the Press Release titled “**TCS Optumera™ Named in Gartner® Market Guide for Retail Assortment Optimization Applications in Merchandising**” 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

TATA Consultancy Services Limited

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Corporate identification No. (CIN): L22210MH1995PLC084781

TCS Optumera™ Named in Gartner® Market Guide for Retail Assortment Optimization Applications in Merchandising

Tata Consultancy Services' Strategic Intelligence Platform Enables Retailers to Curate Shopper-Centric Assortments in Stores and Channels, Driving Up Sales and Profitability

NEW YORK | MUMBAI, August 08, 2022: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) has been named a Representative Vendor in the 2022 Gartner Market Guide for Retail Assortment Optimization Applications in Merchandising¹. TCS has been recognized for its AI-powered retail strategic intelligence platform, TCS Optumera™, that enables retailers to seamlessly orchestrate data across the value chain, and make optimized decisions across space, assortment, price, promotion, markdown, and supply chain.

TCS Optumera Omnichannel Assortment Optimization leverages AI to recommend the right mix across channels considering over 1,000 factors that influence sales such as the consumer decision tree, demand transferability, and product affinity. It helps strike a balance between variety and availability to curate the perfect basket based on shopper insights. With its integrated, hyper-localized, always-on optimization of KPIs, the platform enables retailers to seize missed opportunities, rationalize stock keeping units, and helps shoppers find what they need, when they need it, maximizing sales and profitability.

TCS Optumera Competitive Assortment leverages a sophisticated three-tier matching algorithm to provide retailers insights about gaps in their assortment versus competition. TCS Optumera Fashion Assortment leverages AI and computer vision on attributes, images, and trends to provide hyper-localized, size-profile based item recommendations.

Retailers using TCS Optumera have reported 3-5% increase in sales, 30%-50% reduction in time spent, 20-30% reduction in costs, and execute 5x more strategies.

"TCS Optumera is helping retailers pivot from building assortments based on demand to shaping demand with localized and personalized assortments. By priming their category management with the interplay of art and science, retailers can not only curate the product mix customers love to see but also remove underperforming and obsolete products thereby reducing wastage and maximizing profits." said **Shankar Narayanan President, Business Group Head, Retail Cluster, TCS.**

TCS Optumera is part of the TCS Algo Retail™ suite, which enables retailers to seamlessly integrate and orchestrate data flows across the retail value chain, harnessing the power of analytics, AI, and machine learning to unlock exponential business value.

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¹ Gartner, Market Guide for Retail Assortment Optimization Applications in Merchandising, Robert Hetu, 7 June 2022

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 606,000 of the world's best-trained consultants in 55 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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