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**National Stock Exchange of India Limited**  
**Exchange Plaza, Bandra Kurla Complex,**  
**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 OmniStore™ Enables 100% In-Store Mobile Checkout for Leading Electronics Retailer Croma**” 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**

**TATA Consultancy Services Limited**

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Corporate identification No. (CIN): L22210MH1995PLC084781

## TCS OmniStore™ Enables 100% In-Store Mobile Checkout for Leading Electronics Retailer Croma

*TCS leveraged its AI-powered, unified composable platform TCS OmniStore™ to transform Croma's commerce operations to a 100% cloud model, a first of this scale in Indian retail*

*The transformation increased sales for Croma and reduced checkout time for its customers*

**MUMBAI, August 12, 2024:** [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS), a global leader in IT services, consulting, and business solutions, has enabled 100% in-store mobile checkout for all Croma stores, a first in the retail industry in India. TCS leveraged [TCS OmniStore™](#), its award-winning artificial intelligence AI-powered, unified composable commerce platform, to deliver faster checkout and a best-in-class omnichannel shopping experience across touchpoints.

This commerce transformation enables convenient mobile checkout anywhere in-store and facilitates a consistent shopping experience across the stores and online channels. It has resulted in increased sales and footfall for Croma, while reducing the checkout time for shoppers.

With more than 500+ stores across 160-plus major cities, Croma is a leading Indian electronics retailer offering 22,000 products across 550 brands. Building on a relationship of more than a decade, Croma expanded its partnership with TCS in 2019 to take on a significant business-model along with technology transformation. This strategic partnership was aimed at delivering an outstanding unified shopping experience and further cement Croma's position as a leader in the highly competitive retail industry.

**Shibashish Roy, Deputy CEO, Croma,** said *“Croma's vision is to be number one in customer experience and satisfaction. Many of today's shoppers want to learn and shortlist products online—so when they arrive at the store, they can select the right items, check out, and be on their way out. Crafting a seamless, delightful omnichannel journey is, therefore, an imperative for us, and OmniStore is key to enabling it. We have enjoyed our unique and truly integrated partnership with TCS to co-develop and co-innovate multiple aspects of the customer experience, and that's exactly what we needed to succeed in an ambitious initiative like this.”*

The microservices-based architecture of TCS OmniStore offers the scalability and flexibility needed for Croma to continuously innovate and simplify every aspect of the shopping journey, from purchasing to servicing. It helps Croma power modern commerce experiences with a range of capabilities such as click-and-collect, scan and go, universal cart, and self-checkout, along with dynamic promotion management. In addition to faster checkout, Croma stores now offer flexibility in payment with more than 80 payment options inclusive of wallets, cards, Unified Payments Interface (UPI) as well as loans.

The new cloud-based checkout model with lean store footprint eliminates the need for traditional specialized onsite hardware and facilitates Croma to set up the billing process four times faster—a capability that is vital as they look to rapidly expand their store footprint. It has also enabled Croma to optimize 83% of Bill Desk Space, freeing more space for selling. The sheer pace of adoption of mobile checkout with 500+ stores going live within two weeks is testimony to the intuitive user experience that requires minimal training for store associates, a key factor defining the success of commerce transformation.

**Krishnan Ramanujam, President, Consumer Business Group, TCS,** said, *“Croma is way ahead of the curve in terms of its multi-channel strategy, and its continuous investments in technology proves to be a competitive*

*differentiator. TCS will serve as a technology and knowledge partner to Croma, to jointly fashion a unique and futuristic commerce journey with a best-in-class customer experience at every touch point. We look forward to this partnership with Croma and are committed to pushing the boundaries by unlocking the power of technology and innovation.*

TCS partners with the top 10 global retailers and many others around the world, including Croma, to build profitable and sustainable businesses and offer immersive, unified, and hyper-personalized omnichannel experiences for their customers. TCS' deep industry expertise, backed by decades of experience, an innovative suite of [TCS Algo Retail™](#) platforms and domain solutions, and relevant partnerships in retail, spans across store operations, merchandising, supply chain, marketing, pricing strategies, and business model reinvention. Apart from TCS OmniStore, TCS' extensive portfolio of retail platforms and offerings includes [TCS Optumera™](#), an AI-powered strategic intelligence platform that enables retailers to make optimized merchandising decisions across the value chain.

### About Croma

Launched in 2006, Croma was the first one-of-its kind large format specialist retail store that catered to all multi-brand digital gadgets and home electronic needs in India. Over a decade since its inception, Croma has almost become synonymous for all electronics needs, with its tech-savvy staff, product range, staged presence, and the will to help customers. With 22,000+ products across 550 brands and 500+ stores across 160 major cities of India. Croma offers its customers a world-class ambience to shop both in-store and staged at <https://www.croma.com/> and also allows for a seamless 'omni-channel' shopping experience that lets a customer enjoy the best of both the Staged & the offline worlds.

### About TCS OmniStore™

TCS OmniStore™ is an AI-powered, unified composable commerce platform that helps retailers drive a frictionless, and personalized customer experience across all touchpoints. It helps retailers power modern commerce experiences with a range of capabilities such as click-and-collect, scan and go, save the cart, and self-checkout, along with dynamic promotion management and clientele. With a presence in over 10 countries, TCS OmniStore is the platform of choice for top retailers, demonstrating its capability and global appeal. It is a strong fit for large and medium, tier 1 and tier 2 retailers, and serves diverse retail segments such as general merchandise, discount, specialty, and fashion, as well as other industries such as restaurant, post office, telecom, and travel and hospitality. To learn more, visit: <https://www.tcs.com/what-we-do/products-platforms/tcs-omnistore>

### 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 56 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions 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 601,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$29 billion in the fiscal year ended March 31, 2024, and is listed on the BSE and the NSE 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](http://www.tcs.com)

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