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**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,

Sub: Press Release

We are sending herewith copy of the Press Release titled “**TCS to Power Retailers with NVIDIA Accelerated Computing**” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

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

**Yashaswin Sheth
Company Secretary
ACS 15388**

Encl: as above

TATA CONSULTANCY SERVICES

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TCS to Power Retailers with NVIDIA Accelerated Computing

Tata Consultancy Services bolsters its innovative AI platforms and solutions with NVIDIA accelerated computing to help retailers drive operational efficiencies, innovation, and growth

SANTA CLARA, CA | MUMBAI, September 19, 2025: [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS) Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a global leader in IT services, consulting, and business solutions, is integrating NVIDIA accelerated computing to help global retailers rapidly and efficiently adopt next-generation AI capabilities at lower costs. TCS has embedded NVIDIA AI Enterprise software into its bouquet of retail products and solutions to drive innovation, differentiation, and growth for retailers worldwide. Through the partnership, TCS is infusing NVIDIA's advanced AI, computer vision, and digital twin capabilities into its retail offerings.

Leveraging the latest technology, multimodal data, domain-specific accelerators and TCS' deep retail industry experience, this partnership will allow retailers to derive actionable insights, attain precision and agility, build intelligent automation, and drive more proactive and evidence-based decisions that will give them a competitive edge. A strategic business and technology partner to the world's top 10 retailers and many more, TCS and its retail industry experts leverage proprietary AI-powered platforms ([TCS Optumera™](#) and [TCS Omnistore™](#)) to deliver transformation, end to end.

Krishnan Ramanujam, President, Consumer Business Group, TCS, said, "At TCS, we help retailers gain a competitive advantage and unlock new sources of growth by combining our deep domain experience with next-generation technology at speed and scale. Together with NVIDIA, we are setting a new standard for AI excellence, superior store operations, and dynamic supply chain management in an industry that demands constant innovation and agility."

Based on deep industry knowledge and past projects that have leveraged various existing technologies in the market, TCS estimates that retailers who use its solutions on an NVIDIA technology stack, stand to potentially save up to 75% cost in executing the same operations as compared to other similar solutions. TCS has developed several specialized solutions for retailers spanning generative AI for hyper personalized content creation, video analytics for intelligent inventory management, AI-powered real-time insights on competitor pricing, and many more.

Some examples of the TCS retail solutions on NVIDIA and their impact include:

- **Scalable Enterprise Generative AI Adoption Powered by [TCS AI WisdomNext™](#):** GenAI aggregator platform TCS AI WisdomNext™ is now accelerated with NVIDIA AI Enterprise. This allows retailers to experiment with GenAI solutions in real time, allowing faster AI adoption, lower cost, and higher productivity for retailers. Leveraging [NVIDIA NIM and NeMo](#) microservices, its capabilities span across enterprise-grade AI assistants, accelerated product onboarding, dynamic marketing creatives, and retail-specific hyper-personalized content generation.
- **Stores of the Future Powered by Video Analytics:** This computer vision-based solution uses predictive AI to transform traditional stores into leaner and more intelligent spaces, helping reduce theft and checkout time, while improving stock availability and productivity. Drawing inferences from store data, it suggests the next best actions proactively to improve operational efficiency. It leverages domain-specific AI models and TCS' Image and Video Analytics Toolkit, built on [NVIDIA Metropolis](#), a

computer vision capability, for accurate and interactive video analytics and training.

TCS has already leveraged the video analytics capability for a global retailer using the NVIDIA technology stack. Further, TCS solutions have delivered measurable outcomes, including reductions in inventory loss at self-check-out terminals by up to 15%, up to 20% lower customer wait times through queue management, curbed out-of-stock scenarios through shelf-monitoring and replenishment by up to 20%, and improvement in in-store productivity through staffing forecasting by up to 10%.

- **AI Competitor DataBureau:** With this solution, retailers can achieve near-real-time intelligence on competitor strategies across pricing, promotions, assortments, content, and marketing. This solution helps retailers react to evolving scenarios and seize opportunities to increase market share and revenue. Its deep attribute matching engine built using [NVIDIA NeMo](#) enables product matching across competitor catalogs with over 96% accuracy. Key business outcomes include a 3-5% uplift in revenue through dynamic price and assortment adjustments and faster time-to-action from weeks to a few hours. In addition, retailers can expect this partnership to bring additional capabilities that address their pressing issues, such as making better, faster decisions on complex challenges in store and at warehouses.
- **Retail Simulation-as-a-Service:** Using TCS' retail-centric proprietary pricing, promotion, assortment, and space intelligence platform, TCS Optumera™— and [NVIDIA Omniverse](#) libraries, the two companies are working to empower retailers to simulate complex 'what-if' scenarios before executing decisions in the real world. Transformative use cases include planning, visualizing, and optimizing the entire store layout; unified category planning, optimization, and execution in stores; and optimizing planograms — saving retailers money and time. Based on TCS' estimate, simulation-as-a-service has potential to create collaborative planning and execution with productivity improvements of 20% or more.

Azita Martin, Vice President and General Manager, Retail & CPG, NVIDIA, said, “Retailers are turning to AI — from agentic assistants and in-store computer vision to advanced data science and digital twins — to drive transformation across every step of their value chain. By integrating NVIDIA's technologies into their platforms, TCS is able to help retailers automate operations, deliver personalized experiences, and simulate business and operation scenarios with faster performance. Together, we're taking these innovations directly to customers, helping retail organizations achieve greater agility and tangible value at scale.”

[TCS has a dedicated NVIDIA business unit](#) that integrates NVIDIA's technology capabilities with TCS' contextual expertise to accelerate AI adoption for customers. There are 12 major solution offerings across industries and nine centers of excellence driving innovation. At the NVIDIA GTC 2025, TCS was recognized as the Rising Star for AI innovation and its industry-specific AI-led solutions. TCS is also leveraging NVIDIA's AI foundation training to skill its workforce in key areas, such as NVIDIA Omniverse libraries, large language models, and AI-driven sales strategies.

Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) is a digital transformation and technology partner of choice for industry-leading organizations worldwide. Since its inception in 1968, TCS has upheld the highest

standards of innovation, engineering excellence and customer service.

Rooted in the heritage of the Tata Group, TCS is focused on creating long term value for its clients, its investors, its employees, and the community at large. With a highly skilled workforce of over 600,000 employees in 55 countries and 202 service delivery centers across the world, the company has been recognized as a top employer in six continents. With the ability to rapidly apply and scale new technologies, the company has built long term partnerships with its clients – helping them emerge as perpetually adaptive enterprises. Many of these relationships have endured into decades and navigated every technology cycle, from mainframes in the 1970s to Artificial Intelligence today.

TCS sponsors 14 of the world’s most prestigious marathons and endurance events, including the TCS New York City Marathon, TCS London Marathon and TCS Sydney Marathon with a focus on promoting health, sustainability, and community empowerment.

TCS generated consolidated revenues of over US \$30 billion in the fiscal year ended March 31, 2025. For more information, visit www.tcs.com Follow TCS on [LinkedIn](#) | [Instagram](#) | [YouTube](#) |

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