



TCS/PR/SE/08/2025-26

May 3, 2025

**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 “**Jazeera Airways Partners with Tata Consultancy Services to Power AI-led Transformation, Reimagine Digital Customer Experience**” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,

For **Tata Consultancy Services Limited**

**Yashaswin Sheth  
Company Secretary**

Encl: as above

**TATA CONSULTANCY SERVICES**

**Tata Consultancy Services Limited**

9th Floor Nirmal Building Nariman Point Mumbai 400 021

Tel 91 22 6778 9595 Fax 91 22 6630 3672 e-mail corporate.office@tcs.com website www.tcs.com

Registered Office 9th Floor Nirmal Building Nariman Point Mumbai 400 021

Corporate Identity No. (CIN): L22210MH1995PLC084781

## **Jazeera Airways Partners with Tata Consultancy Services to Power AI-led Transformation, Reimagine Digital Customer Experience**

*Leveraging its agentic AI and platform engineering expertise, TCS will fuel Jazeera Airways' ambitions to implement a cutting-edge digital ecosystem that supports scale, personalized customer experience, and revenue diversification*

**Kuwait | Mumbai, May 03, 2025** – [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS), a global leader in IT services, consulting, and business solutions, has partnered with Jazeera Airways, Kuwait's leading low-cost carrier, to drive the next phase of its digital transformation. By leveraging TCS' expertise in agentic AI and platform engineering, Jazeera Airways aims to unlock new revenue streams, enhance its digital channels, and deliver hyper-personalized customer experiences, positioning itself at the forefront of innovation and customer-centric transformation in the aviation sector.

Jazeera Airways serves over 60+ destinations across the Middle East, Central & South Asia as well as Europe. Since its launch in April 2004, as the first privately owned airline in the Middle East, it has grown to serve over 5 million passengers. The engagement with TCS marks the airline's first major IT Transformation initiative.

As it completes 20 years of its operations, Jazeera Airways is embarking on the next phase of its growth by reimagining its digital ecosystem. TCS will lead this transformation by modernizing the airline's website, native mobile applications, and AI-powered conversational chatbot. Leveraging its AI-native approach, TCS will deliver the program end-to-end, bringing its capabilities in product management, user experience design, architecture, agile development, integration, testing, and ongoing enhancements to reimagine how passengers interact with the airline at every stage of their journey.

**Barathan Pasupathi, Chief Executive Officer, Jazeera Airways,** said, *"Jazeera Airways is laying the foundation for a new era of transformation with strategic focus on enhancing passenger experience. At the heart of our vision is a seamless, customer-centric travel experience. We are pleased to partner with TCS as we embark on this phase of our digital growth. TCS brings deep domain expertise in airline digital commerce, AI-driven solutions, combined with a strong track record of delivering customer-centric solutions. Together, we are building a future-ready platform that aligns with our growth aspirations, customer centric strategy, and commitment to operational excellence."*

Through this transformation TCS will power the airline's efforts to implement a cutting-edge digital foundation that supports scale, personalization, and revenue diversification. TCS' solutions will feature a set of integrated digital applications designed to deliver faster, more contextual, and connected interactions. This includes a retail-driven ancillary platform, an intelligent offer engine to drive upsell and cross-sell opportunities, a 'Customer 360° Insights Hub' to enable personalization at scale and a generative

AI-powered digital assistant to support customers across platforms. The transformation will also introduce a unified multi-currency payment gateway and targeted promotional engine to boost direct bookings. In addition, a tailored group booking platform—an industry-leading capability—will streamline complex bookings and deliver a modern, intuitive user experience.

**K Krithivasan, Chief Executive Officer and Managing Director, TCS, said, "We are pleased to partner with Jazeera Airways in building a future-ready digital foundation that supports their growth strategy. By combining our expertise in aviation with our capabilities in agentic AI, engineering practices, and AI-native solutions, TCS will enable the development of intelligent, intuitive, and scalable digital channels for the airlines. This partnership reflects our commitment to helping global enterprises perpetually adapt to the evolving business landscape, leverage technology for sustainable growth, and unlock new opportunities."**

These innovations are core to Jazeera's ambition to triple its passenger capacity and significantly grow direct digital revenues by 2029. The reimagined digital foundation will also support smarter recognition of repeat customers, enable seamless online group bookings, and enhance the airline's Net Promoter Score (NPS), a metric used to measure customer loyalty and satisfaction, by delivering experiences that meet and exceed global benchmarks.

With three decades of leadership in aviation, TCS partners with the world's leading airlines, offering consulting-led innovation, cognitive-powered portfolio of business, and technology and engineering services. TCS leverages industry-specific solutions, like TCS Aviana™, a unified, autonomous, digital, cloud-ready solution for intelligent airline operations. Its contextual understanding of airline operations, coupled with AI-led technology capabilities, will help Jazeera Airways unlock new growth opportunities and drive innovation across its entire business ecosystem. This partnership also reaffirms TCS' position as a digital transformation partner of choice in the MEA region, where the IT major has had a strong presence for over three decades. With operations in nine countries across MEA, TCS serves more than 150 customers regionally, across industries including manufacturing, healthcare, retail, media, BFSI and CPG. TCS has also been recognized as a Top Employer by the Top Employers Institute for eight consecutive years in the UAE, Saudi Arabia, and South Africa.

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### **About Tata Consultancy Services (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 607,979 consultants in 55 countries and 180 service delivery centres across the world, the company has been recognized as a top employer in six continents. With the ability to rapidly apply and scale new

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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 US \$30 billion in the fiscal year ended March 31, 2025. For more information, [visit www.tcs.com](http://www.tcs.com)

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**TCS media contacts:**

Corporate Communications & India	Email: <a href="mailto:corporate.communications@tcs.com">corporate.communications@tcs.com</a> Email: <a href="mailto:saxena.kritika@tcs.com">saxena.kritika@tcs.com</a>   Phone: +91 22 6778 9999 Email: <a href="mailto:kimberly.solomon@tcs.com">kimberly.solomon@tcs.com</a>   Phone: +91 22 67789098
Middle East & Africa	Email: <a href="mailto:pragya.priyadarshini@tcs.com">pragya.priyadarshini@tcs.com</a>   Phone: +971 528656700