



TCS/PR/SE/45/2025-26

November 4, 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 “**Leading UK Supermarket Chain Morrisons Partners with TCS to Transform the 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
ACS 15388**

Encl: as above

TATA CONSULTANCY SERVICES

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Leading UK Supermarket Chain Morrisons Partners with TCS to Transform the Customer Experience

The five-year partnership with TCS will help Morrisons' deliver new digital products at speed

TCS will also set up an automation factory and a Business Intelligent Command Centre (BICC) to enable a 360-degree operation view, proactive issue resolution, and more data-driven decision-making for the grocer

BRADFORD, UK | MUMBAI, November 4, 2025: [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS), a global leader in IT services, consulting, and business solutions, has expanded its decade-long partnership with Morrisons, one of the UK's largest supermarket chains with 500 stores serving 11 million shoppers each week. As part of this agreement, TCS will help align operations across key business functions including retail, e-commerce, and marketing, increase efficiency, and accelerate Morrisons' digital transformation.

The engagement is focused on helping Morrisons advance its strategic priorities by enhancing operational efficiency, transforming its loyalty program, improving customer experience, and capturing greater market share. TCS will support this effort by delivering end-to-end engineering services—application design development, testing, and maintenance services, modernizing the legacy platforms, and embedding AI-powered solutions to improve service outcomes. TCS will also set up an automation factory and a Business Intelligent Command Centre (BICC) to enable a 360-degree operation view, proactive issue resolution, and more data-driven decision-making. These changes are designed to not only reduce service disruptions, manual interventions, and response time, but also deliver more consistent and engaging customer experience for shoppers. Further, TCS will be responsible for transforming the digital platforms in the areas of loyalty, marketing, e-commerce, and retail for Morrisons. This effort supports the grocer's renewed operating model through AI, automation, and software engineering excellence to deliver new digital products at speed and bring industry-leading solutions to retail. With this initiative, Morrisons has been able to consolidate its vendor base and improve synergy across business areas.

Stuart O'Hara, Director of IT Operations at Morrisons, said, *"TCS has consistently demonstrated deep domain expertise, technical capability, and a collaborative approach that aligns with our strategic vision. As we accelerate our digital transformation, we are confident that TCS' automation-first approach and innovative operating model will help us deliver superior service quality, faster time-to-market, and meaningful value to our customers."*

The new scope builds on the success of ongoing digital transformation initiatives between the two organizations. Since 2014, TCS and Morrisons have partnered to drive growth and modernization across the retailer's various lines of business. Notable programs include a [supply chain transformation](#) initiative that improved lead times, addressed stock availability issues, and reduced waste. Additionally, TCS collaborated with Morrisons to [enhance the grocer's HR experience](#) by modernizing IT operations and Engineering practices.

Shekar Krishnan, Head of Retail – UK at TCS, said, *"This expanded partnership is a testament to the strong relationship we have built with Morrisons over the last decade. By leveraging our automated solutions, deep retail domain expertise, and engineering excellence — all underpinned by a future-ready operating model — we are excited to drive large-scale transformation across digital, marketing, and customer engagement for Morrisons."*

This partnership is a testament to TCS' commitment to being a trusted innovation partner for leading businesses in the UK. With a 50-year presence in the region, TCS works with over 200 of the nation's top brands. The organization holds a leadership position in software and IT services in the UK and has also been ranked the number one IT service provider for customer satisfaction in the UK in an independent survey of CIOs from the largest IT spending organizations in the country. TCS has also been ranked as the number one IT Services Provider in the UK by Pierre Audoin Consultants (PAC), a leading European IT services market research and advisory firm, as part of its Software and IT Services Industry (SITSI) Vendor Rankings. TCS achieved 10% growth – the highest among the top 10 players – and a 7.6% market share, with UK revenues reaching \$4,577 million in FY 2024.

As a long-standing partner to many of the UK's leading brands, TCS works closely with the world's top 10 global retailers and numerous others worldwide, helping them build profitable, sustainable businesses while delivering immersive, unified, and hyper-personalized omnichannel experiences for their customers. TCS' deep industry expertise, backed by decades of experience and relevant partnerships in retail, spans across store operations, merchandising, supply chain, marketing, pricing strategies, and business model reinvention.

About Morrisons

Morrisons is the UK's fifth largest supermarket chain, serving millions of customers every week across its network of stores and online platforms. Committed to quality, value, and customer service, Morrisons is continually investing in digital innovation to meet the evolving needs of modern shoppers. For more information, visit <https://www.morrisons-corporate.com/>

About 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 590,000 employees across 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

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