



TCS/PR/SE/48/2025-26

November 13, 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 “**Lion Selects TCS to drive AI-Powered Transformation and Business Growth**” 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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Lion Selects TCS to drive AI-Powered Transformation and Business Growth

TCS will leverage its deep domain expertise to create a future-proof enterprise that drives resilience, continuous innovation and business growth for Lion

A host of AI-enabled services will be deployed to manage and transform Lion's IT landscape, enhance cybersecurity protocols, upgrade user experience and enable faster time to market

SYDNEY | MUMBAI, November 13, 2025: Lion, a leading beverage brand headquartered in Sydney with operations across Australia and New Zealand has selected [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS), a global leader in IT services, consulting, and business solutions to manage and transform its information technology landscape. Through this collaboration, TCS will help enhance Lion's operational resilience and productivity by adopting a scalable operating model and service delivery automation by infusing Artificial Intelligence (AI) for smarter outcomes.

As part of this strategic collaboration, TCS will facilitate Lion's transition from legacy systems to a modern cloud infrastructure, while also spearheading application development and strengthening cybersecurity protocols. TCS' extensive domain expertise and bouquet of AI offerings will support Lion's ambitious transformation agenda and accelerate its growth trajectory. TCS will deliver outcome focused transformation by prioritising and optimising operational costs and elevating the overall user experience for Lion's customers. TCS will deploy TCS Cognix™, a transformational platform that focuses on providing service resiliency, business agility, and enhanced customer experience.

Ram Kalyanasundaram, Lion Technology & Digital Transformation Director, said, *"This partnership marks a new chapter in Lion's technology transformation. TCS brings deep global capability in CPG, proven execution, and a partnership mindset that aligns with our ambition to build a more modern, resilient and scalable digital foundation. Together, we will simplify our landscape, accelerate innovation and empower our people with the tools and insights to deliver great experiences for our customers and consumers."*

Krishnan Ramanujam, President, Consumer Business Group – TCS, said, *"I am excited about our partnership with Lion amidst the sweeping transformation in the beverages industry. It is an honor to be Lion's partner as they pivot to a new phase of growth and innovation. Our collaboration with Lion is built on a solid foundation of deep domain expertise and an unwavering digital mindset. By leveraging cutting-edge technologies such as AI and cloud, alongside TCS' comprehensive CPG platforms, we will accelerate innovation and deliver exceptional experiences for customers and consumers alike."*

This partnership will foster continuous innovation across the enterprise, including advanced data and analytics powered by AI and revenue upliftment through strategic revenue growth management. Additionally, the partnership will work to introduce AI-driven personalized solutions and persona-centric enterprise health metrics. These initiatives will deliver tailored technology optimization strategies and function-specific insights, further strengthening the operational performance.

Vikram Singh, Country Head, Australia & New Zealand – TCS, said, *"We are pleased to collaborate with Lion to strengthen and transform their IT technology landscape leveraging our global expertise in CPG technology, cyber security, data and AI. This strategic partnership with Lion Group in this pivotal phase of transformation will lead to streamlining their systems and enhancing capabilities through automation, AI adoption and will*

lay the foundation for sustained long term value creation. Furthermore, our commitment to driving continuous innovation with Lion underscores our dedication to supporting their ongoing growth and transformation.”

TCS has been strengthening its presence in Australia for over 35 years and serves as a digital partner to most of the top 10 listed companies in the region. The company has operations in five locations across the country and has also been recognised among LinkedIn’s Top 25 companies to work for and as a top employer in the region by the Top Employers Institute.

About Lion

Lion is a leading beverage company headquartered in Sydney, Australia. With origins dating back more than 180 years, Lion is known for its commitment to quality, craftsmanship, community, and sustainability, and recently became Australasia’s first large-scale carbon neutral brewer. Lion is a pioneer in brewing and continues to innovate across a range of adult beverages. Its core beer portfolio includes many locally loved brands in Australia and New Zealand such as XXXX, Little Creatures, James Squire, Stone & Wood, Emerson’s, Speight’s and Panhead. Lion also has an enviable portfolio of NZ wine brands, a craft spirits distribution arm in Australia in Vanguard Luxury Brands and Yarra Valley-based Four Pillars Gin. Lion employs over 2500 people across its markets and in 2025 has been B Corporation Certified. www.lionco.com

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 organisations 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 centres across the world, the company has been recognised 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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