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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 to Fashion New Partner Landscape for Primark to Transform and Grow its Operations**” 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

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TCS to Fashion New Partner Landscape for Primark to Transform and Grow its Operations

Expanding on a nearly decade-long partnership, TCS will ensure operational stability, providing standardisation and consistency across Primark's IT operating environment to support their plans for global growth

LONDON | MUMBAI, AUGUST 29, 2024: [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS), a global leader in IT services, consulting, and business solutions, has extended its partnership with Primark, a leading international fashion retailer across 17 countries in Europe and the US. Over the next five years, TCS will help transform Primark's technology operations to support the retailer's ambitious plans for global growth.

TCS has been working with Primark since 2016, establishing itself as a trusted partner to the retailer. As well as driving business-critical integration programmes and stabilising core platforms for the retailer, TCS has also improved cybersecurity capabilities, improving stability and reliability of processes and systems.

As part of this expanded partnership, TCS will help transform Primark's technology operating environment to make it more resilient, reliable, and efficient. By supporting Primark's transformation journey, TCS will help reduce time-to-market for the retailer, aligning with its strategies for future growth. TCS will help Primark adopt a more agile and product-based operating model by enabling automation through intelligent automation and DevOps technologies. This new operating model will integrate and optimise application development, testing and maintenance processes.

Andrew Brothers, Chief Information Officer, Primark, said, *"To help support our ambitious growth plans we're expanding our partnership with TCS to build a robust, resilient, and reliable IT operating environment to become a more efficient, technology-led global organization with the agility to quickly adapt to changing demands and requirements in a fast-paced industry. Working with TCS will provide us with the ongoing operational stability and accountability needed to support our business to scale. This will allow us to respond to market trends and customer preferences in a timely manner, ensuring that we continue to deliver quality products at the best value for our customers."*

Primark's new operating model will also be aligned to business functions and driven by their priorities, providing Primark with a comprehensive, real-time view of its technology, business systems and processes to enhance overall performance and enable the agile ecosystem required to support the organisation's rapid growth plans.

Shekar Krishnan, Vice President & Head of Retail – UK and Europe, TCS, said, *"The fashion industry is continually modernising its entire value chain—from conceptualisation, to design, to production and retailing – with innovation-led initiatives to achieve environmental, social, and governance goals. We're thrilled to support Primark's mission to offer affordable fashion for everyone and its global vision for growth."*

TCS set up operations in the UK market nearly 50 years ago and works with 200 of the region's best-known and most-loved businesses, including British Airways, Virgin Atlantic, Sainsbury's, Nationwide, M&S, Asda and Boots. With its deep industry expertise and an employee strength of 23,000 people in the UK and Ireland, TCS holds a leadership position in software and IT services in the UK market. It has

also been ranked the number one IT service provider for customer satisfaction in an independent survey of CIOs of the largest IT spending organizations in the UK.

About Primark

Primark is an international fashion retailer employing more than 80,000 colleagues across 17 countries in Europe and the US. Founded in Ireland in 1969 under the Penneys brand, Primark aims to provide affordable choices for everyone, from great quality everyday essentials to stand-out style across women’s, men’s and kids, as well as beauty, homeware and accessories. With a focus on creating great retail experiences, Primark has over 440 stores globally and continues to expand.

Primark is working to make more sustainable fashion affordable for everyone through its Primark Cares strategy, a multi-year programme that focuses on giving clothing a longer life, protecting life on the planet and supporting the livelihoods of the people who make Primark clothes. As part of this, Primark unveiled nine commitments it is working to achieve by 2030. These commitments include making all of its clothes from recycled or more sustainably sourced materials by 2030, halving carbon emissions across its value chain and pursuing a living wage for workers in its supply chain. More information can be found here: www.primark.com/en-gb/primark-cares.

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

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