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September 18, 2024

**National Stock Exchange of India Limited**  
**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 Signs Deal with McDonald’s Philippines to Modernize IT Landscape for its 760+ Restaurants” 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

**TATA CONSULTANCY SERVICES**

**TATA Consultancy Services Limited**

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Corporate identification No. (CIN): L22210MH1995PLC084781

## TCS Signs Deal with McDonald's Philippines to Modernize IT Landscape for its 760+ Restaurants

*The two-year partnership is TCS' first engagement with McDonald's in the Asia-Pacific region*

*TCS will upgrade the current systems of Golden Arches Development Corporation, the master franchise holder of McDonald's, to the cloud to standardize and digitize operations for the fast-food chain*

**PHILIPPINES | MUMBAI, September 18, 2024:** [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS), a global leader in IT services, consulting, and business solutions, has signed a two-year partnership with George Yang-led Golden Arches Development Corporation (GADC), the master franchise holder of McDonald's in the Philippines. This partnership, which is TCS' first with the fast-food chain in the APAC region, aims to standardize and digitize the IT operations for 760+ McDonald's restaurants in the Philippines.

TCS will implement an advanced upgrade of McDonald's current systems in the Philippines to the cloud (SAP S/4HANA on RISE). By harnessing its deep industry expertise and contextual knowledge in SAP-led business systems transformation, TCS will upgrade the IT infrastructure of GADC, resulting in better insights, improved decision-making, and optimized operational performance.

McDonald's is one of the world's largest foodservice retailers with over 42,000 locations in over 100 countries as of end 2023. Approximately 95% of McDonald's restaurants worldwide are owned and operated by independent local business owners. GADC has grown significantly in the Philippines over the last few years, anchored on its commitment to digital transformation, including standardization of the IT landscape across all its restaurants nationwide.

**Margot Torres, Managing Director at GADC,** said, *"This partnership with TCS is another step in our continuous digital transformation. The implementation of SAP S/4HANA on RISE will provide us greater agility through data-driven insights, enabling us to continuously improve our customer and employee experience."*

The benefits of the upgrade include increased efficiency and optimized operating costs, digital transformation and innovation, enhanced franchisee experience driving stakeholder loyalty, improved process optimization and workforce productivity. TCS will also future-proof GADC's processes to support their growth plans. Through the SAP Business Technology Platform (BTP), TCS will provide development and integration services encompassing app development, automation, data analytics, and artificial intelligence.

**Shiju Varghese, Country Head, TCS Philippines,** commented: *"We are pleased to partner with GADC on this significant engagement that marks an important step for TCS Philippines as we expand our presence in the region's fast-food industry. By leveraging the advanced capabilities of SAP S/4HANA and the innovative potential of SAP BTP, we aim to enhance McDonald's operational efficiency and customer experience, for business innovation and excellence."*

TCS will also integrate other SAP capabilities to ensure comprehensive data management and automation solutions tailored to GADC's needs. These integrations will significantly enhance the fast-food chain's proficiency in financial management, materials management, enterprise asset management, project management, sales and distribution, user interface, and master data management.

**Rudy Abrahams, President & Managing Director, SAP Philippines, stated,** *"We are excited to support Golden Arches Development Corporation in their continuous digital transformation journey. Implementing SAP S/4HANA on RISE will empower them with cutting-edge technology, ensuring McDonald's stays ahead in the fast-evolving food service industry. This collaboration represents a significant milestone in driving innovation and operational excellence."*

This strategic partnership highlights TCS' growing presence in the Philippines, where it has been operational since 2008. With over 5,000 employees in the Philippines, TCS supports customers across diverse sectors in the region including, telecom, banking and finance, real estate, and airlines, driving their growth and transformation. TCS has also been recognised as a Top Employer in the Philippines from 2017 to 2024.

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### 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](http://www.tcs.com)

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