



TCS/PR/SE/15/2025-26

June 16, 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 “**TCS Partners with Denmark’s Largest Retailer, Salling Group, to Drive Digital Transformation and AI Enabled Cloud Migration**” 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**

**Tata Consultancy Services Limited**

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## TCS Partners with Denmark's Largest Retailer, Salling Group, to Drive Digital Transformation and AI Enabled Cloud Migration

*As its new strategic IT partner, TCS will deploy its AI enabled Cloud Operations Solution, Cloud Exponence, drive sustainability and improve operational efficiency across Salling Group's brands and markets.*

**AARHUS | MUMBAI, June 16, 2025:** [Tata Consultancy Services](#) (TCS) (BSE: 532540, NSE: TCS), a global leader in IT services, consulting, and business solutions, has entered a long-term, strategic partnership with Salling Group to drive sustainability, technology innovations and improve organizational efficiency. The collaboration will cover Salling Group's 2,100 stores, brands and 68,000 employees across Denmark, Poland, Germany, Estonia, Lithuania and Latvia including BR, a nationwide toy store chain, franchise quick-service restaurants Carl's Jr. and Starbucks, and grocers føtex, Bilka, Netto and RIMI Baltic.

As part of this partnership, TCS will help the Salling Group's cloud adoption journey and subsequently stabilize the operations with the aim of driving more agility, scalability, and sustainability. Additionally, TCS will support the retail group's digital transformation, focusing on enhancing the e-commerce platform to be more responsive to the evolving consumer demands.

**Alan Jensen, CIO, Salling Group, said,** *"At Salling Group, everything we do is ultimately to help make our customers' lives better. This project is no exception. Our partnership with TCS will help us better respond to their changing needs and do so responsibly and sustainably. This partnership helps us drive our 'Aspire 28' strategy that includes goals of more stores, acquisitions and mergers in existing and new markets."*

TCS will leverage its AI-enabled cloud operations solution, Cloud Exponence, which applies a Machine First™ approach and optimizes machine-human collaboration to deliver smart managed services in hybrid cloud environments. Through the power of AI and intelligent automation of operational tasks, along with built-in security and compliance, the solution reduces cloud management overheads, offers consistent service delivery experience and provides full-stack infrastructure services.

**Vikram Sharma, Country Head, TCS Denmark, said,** *"Salling Group is an esteemed and successful retail group with a century long legacy, playing a vital role in the Danish community and across Europe. We are thrilled to be selected as their strategic IT partner, in their journey to perpetually adapt to the evolving needs of the customers. We will bring our global retail experience and technical prowess to help Salling Group build resilience and unlock new technologies to help drive their strategic goals."*

**Abhijit Niyogi, VP and Business Unit Head, Retail – UK, EMEA and India, TCS said:** *"We're proud to partner with Salling Group and support the journey towards their Aspire'28 vision and many more years of sustainable growth. We are committed to their long-term success and bringing our deep retail expertise and track record of helping global enterprises innovate, transform, and grow. Together, we're building an agile and sustainable operations that also offer smarter, scalable omnichannel experiences to meet the evolving expectations of consumers."*

Today, TCS partners with the world's top global retailers, enabling them to build profitable and sustainable businesses and offer 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. TCS' extensive portfolio of retail offerings includes [TCS OmniStore™](#), an AI-powered,

unified composable commerce platform, and [TCS Optumera™](#), an AI-powered strategic intelligence platform that enables retailers to make optimized merchandising decisions across the value chain.

TCS has had a strong presence in Denmark for the past 30 years. Currently, over 20,000 TCS employees support leading enterprises in the Nordics, driving growth and transformation for some of the region's top multinationals in sectors such as banking, financial services, insurance, telecom, and hi-tech. Additionally, TCS in Denmark has ranked #1 in customer satisfaction by an independent survey and has also been recognized as a Top Employer by the Top Employers Institute.

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#### About Salling Group

Salling Group's history stretches back more than 100 years to 1906. Over the years, the company has developed dramatically, and what began as a small draper's shop in Aarhus is today an international retailing group. Today, we are still working to make everyday life easier for our customers and provide the best shopping experience, whether customers visit us in our stores or online. Together with the Salling Foundations, we use our profits to invest in activities that help and inspire our customers in their everyday lives. We create opportunities for people from all parts of society and drive more sustainable development. Salling Group is the largest retailing group in Denmark. For more information, visit [www.sallinggroup.com](http://www.sallinggroup.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 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 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](http://www.tcs.com)

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