

Tech Mahindra recognised as a leader in Everest Group's retail IT services PEAK Matrix® Assessment 2024

Technology

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Pune, March 20, 2024: [Tech Mahindra](#), a leading provider of digital transformation, consulting, and business re-engineering services and solutions has been recognised as a leader in Everest Group's Retail IT Services PEAK Matrix® Assessment 2024. The PEAK Matrix® provides an objective, data-driven assessment of service and technology providers based on their overall capability and market impact across different global services markets.

The assessment is based on Everest Group's annual request for information process for the calendar year 2023, interactions with the leading service providers, customer reference checks, and analysis of the retail IT services market. For the assessment, Everest Group evaluated 24 global IT service providers, with each profile providing a comprehensive representation of service focus, key Intellectual Property (IP)/solutions, domain investments, and case studies in the retail industry.

Sandeep Sharma, Global Practice Head, Retail & CPG, Tech Mahindra, said, "The retail industry is witnessing a transformation as brands embrace advanced technologies to provide out-of-the-box experiences to their customers. At Tech Mahindra, our aim is to be the trusted partner driving

this digital transformation and delivering competitive advantage. Our distinction as a leader in Everest Group's Retail IT Services report is a testament to our commitment to addressing evolving client requirements effectively."

By leveraging industry expertise along with a deep focus on new-age technologies and a strong partner ecosystem, Tech Mahindra offers end-to-end support to its customers and partners in addressing the dynamic changes and challenges of the retail industry. The organisation's current focus is on smart factories, intelligent supply chains, and personalised phy-gital experiences to enhance value creation. It offers immersive experiences for customers through its stores-of-the-future offer powered by RFID and computer vision for retailers. Tech Mahindra also provides shelf-connected supply chain solution for grocery retailers and uses generative AI for automated content generation, customer experience, pricing, and cost-optimisation.

Learn more: [Tech Mahindra's Retail & CPG Business Consulting](#)

About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates, and society to Rise for a more equal world, future readiness, and value creation. It is a USD 6.5+ Billion organisation with 146,000+ professionals across 90 countries helping 1250+ global customers, including Fortune 500 companies. It is focused on leveraging next-generation technologies including 5G, Metaverse, Blockchain, Quantum Computing, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal, which recognises global companies that are actively leading the charge to create a climate and nature-positive

future. It is the fastest growing brand globally in 'brand value rank' and among the top 7 IT brands globally in brand strength with AA+ rating. With its NXT.NOW™ framework, Tech Mahindra aims to enhance 'Human Centric Experience' for its ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. It aims at delivering tomorrow's experiences today and believes that the 'Future is Now'.

Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federations of companies with 260000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology, and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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