

POINT OF VIEW

Creative Engineering for Better Living

Retail, CPG, Travel & Logistics vertical

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The world we serve is in motion

We stand at a moment when expectations change faster than supply chains can adapt. Customers want experiences that are personal, seamless and sustainable. Retailers are stretched across channels and geographies. Travellers demand journeys that are as memorable as their destinations. The pace of change has never been faster – and yet it will never be this slow again. In this landscape of hyper-personalisation, omnichannel complexity and sustainability imperatives, transformation is no longer optional.

The real question is how to move from aspiration to action.

Lasting change requires more than technology; it demands imagination and empathy.

From engineering to creative engineering

For decades, engineering has been the engine of progress. Today, we must broaden its scope.

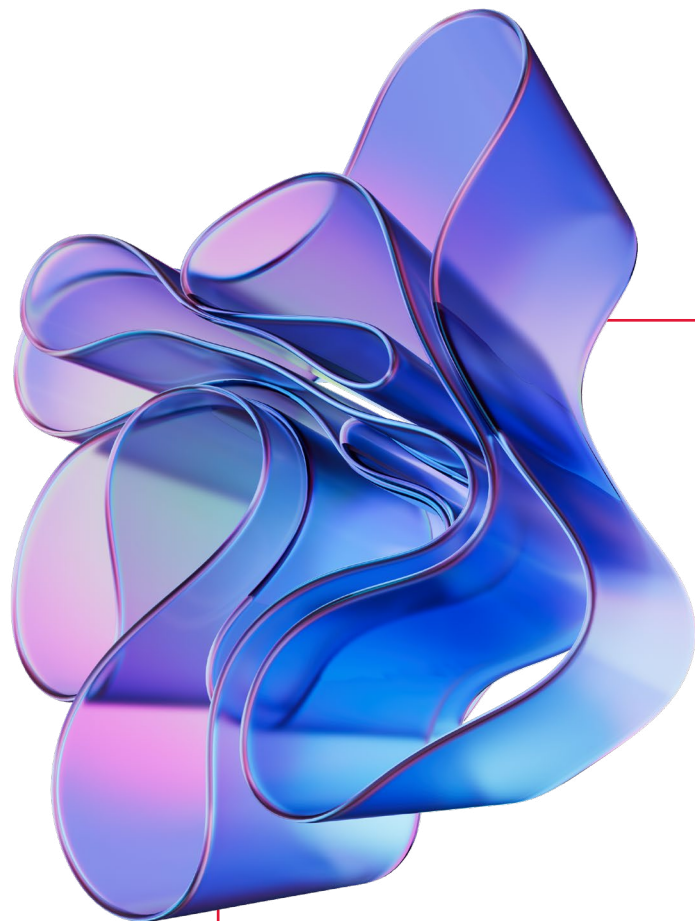
At Tech Mahindra, creative engineering blends the rigour of engineering with the curiosity of design and the humility to listen.

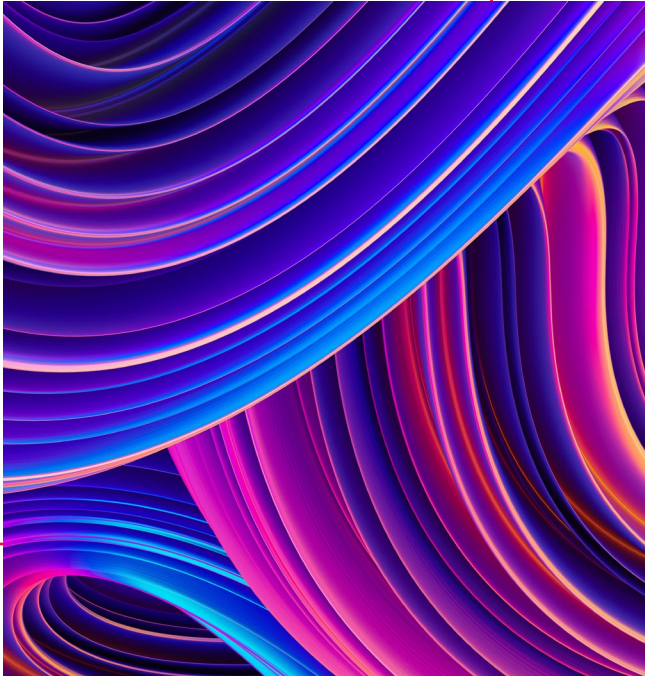
It marries physical and digital design, advanced platforms, automation, artificial intelligence and operations.

We call it creative because it is about crafting possibilities rather than just solving problems. We call it engineering because our ideas are grounded in scalable systems and measurable outcomes.



Creative engineering allows us to tackle both the “hard” challenges of complex logistics and the “soft” challenges of human experience.





Why RCTL must transform

Retailers and consumer brands face a world where customers demand instant gratification and ethical sourcing, while investors demand profitability and resilience.

Travel and logistics players must reimagine movement, fulfilment and hospitality in a world that demands speed, safety and seamlessness.

Though these sectors differ, their aspirations are converging: frictionless experiences, transparent operations and meaningful sustainability.

To meet these imperatives, we anchor our strategy in creative engineering. It shapes how we think, how we build and how we deliver. It expresses itself through four interconnected pillars that together make better living possible.

The four pillars of creative engineering

1. Reimagine supply chains

Supply chains are the arteries of commerce. To serve modern consumers, they must be resilient, transparent and intelligent. By integrating platforms like SAP EWM and Blue Yonder with AI-driven forecasting, we help clients look beyond the next shipment and into the future. For one global appliance group, our predictive planning reduced inventory carrying costs by over US \$10 million. **For a major CPG brand, we transformed warehouse operations, boosting accuracy and unlocking analytics-driven decisions.** These are not isolated projects but examples of how creative engineering rethinks the flow of goods to create lasting value.

2. Elevate consumer engagement

Every interaction is an opportunity to build a relationship. In an omnichannel world, it is no longer enough to be present; you must be meaningful. We design immersive journeys that unite the physical and digital, from store to screen to doorstep. **A luxury retailer's flagship e-commerce storefronts brought the elegance of their boutiques online, while Costa's smart coffee machine fused tactile design with telemetry and seamless payments.** When technology disappears into the background, consumers feel seen and valued.

3. Transform operations

Operational excellence is not just about doing things right; it is about doing the right things. **We embed intelligence into every layer of retail and travel operations, modernising content management and point-of-sale systems to enable real-time decision-making.** For an American retail corporation, smarter systems improved store performance and elevated customer experience. For a global fashion house, our multi-country customer service increased satisfaction and net promoter scores across fifteen markets. These wins illustrate how creative engineering turns daily operations into sources of insight and differentiation.

4. Scale innovation sustainably

Innovation without purpose is just novelty. We co-create future-ready platforms that balance growth with environmental and social impact. Our life-cycle assessments for a leading food and beverage company help them chart a path to net-zero. Our connected packaging solution bridges physical and digital worlds, **turning everyday products into gateways for gamified engagement while promoting circularity.** Sustainability is not a checkbox; it is woven into the fabric of our engineering.



What makes us different

These pillars come to life because of who we are. As part of the **Mahindra ecosystem**, we draw on deep domain expertise across automotive, manufacturing, hospitality and finance, giving us a cross-industry lens. Our **145,000+ associates** across the globe bring **diverse perspectives and technical mastery**. We maintain **360° alliances** with leading independent software vendors and platform providers, enabling rapid deployment and seamless integration. But tools and partnerships are just the start. Our advantage lies in our **engineering DNA and culture of innovation**. From product lifecycle management to experience-led design, we deliver solutions that are **robust, scalable and human-centred**.

Ranked among the **top five per cent of global sustainable companies**, we embed circularity, net-zero goals and responsible innovation into every engagement.

A promise and an invitation

Creative engineering for better living is our commitment to help industries evolve with purpose and precision. Whether enabling omnichannel retail, designing intelligent supply chains or reimagining travel and hospitality, we bring together the right technologies, processes and people to make it happen.

Our promise is simple: to engineer better outcomes for businesses and better experiences for people – today, tomorrow and beyond. We invite you to join us in reimagining what's possible and then delivering it
– *at speed, at scale and with heart.*

About Tech Mahindra

Tech Mahindra (NSE: TECHM) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 150,000+ professionals across 90+ countries helping 1100+ clients, Tech Mahindra provides a full spectrum of services including consulting, information technology, enterprise applications, business process services, engineering services, network services, customer experience & design, AI & analytics, and cloud & infrastructure services. 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. Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies. For more information on how TechM can partner with you to meet your Scale at Speed™ imperatives, please visit <https://www.techmahindra.com/>.

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