TECH mahindra

The New Retail & CPG Advantage Lies in Execution

Explore the solutions and capabilities helping enterprises turn intelligence into business outcomes.



Global Retail and CPG Enterprises are Evolving Faster than Ever

Tech Mahindra is helping enterprises reinvent the future of commerce, consumer engagement, operations, and supply chains through *AI Delivered Right.*

With over 20 years of Retail & Consumer Packaged Goods (CPG) industry expertise, we are a trusted partner for 450+ global customers. We apply this expertise across agentic AI, generative AI, data and analytics, cloud, digital commerce, and intelligent automation to help retailers and CPG organizations transform their operations.

Creative Engineering for Better Living

From driving next-generation shopping experiences and intelligent merchandising to optimizing supply chains, workforce productivity, and retail operations, we help organizations unlock measurable business outcomes at scale.

Make Yours Future Ready with

TECH mahindra

Serving Entire Retail & CPG Ecosystem

- General Merchandise Retail
- Grocery and Food Retail
- Fashion, Apparel, and Lifestyle
- Luxury and Specialty Retail
- Home Improvement and Furnishing
- Consumer Electronics
- Food and Beverage Manufacturers
- Household and Personal Care Brands
- Consumer Health and Wellness

Business Outcomes We Enable

- Accelerated revenue growth through AI-driven commerce
- Autonomous operations powered by agentic AI
- Intelligent supply chain and inventory optimization
- Hyper-personalized consumer experiences
- faster innovation and product-to-market cycles
- Improved profitability, efficiency, and resilience

As a strategic transformation partner, we deliver end-to-end capabilities across consulting, technology, engineering, operations, and managed services. We enable clients to achieve faster, innovative business outcomes.

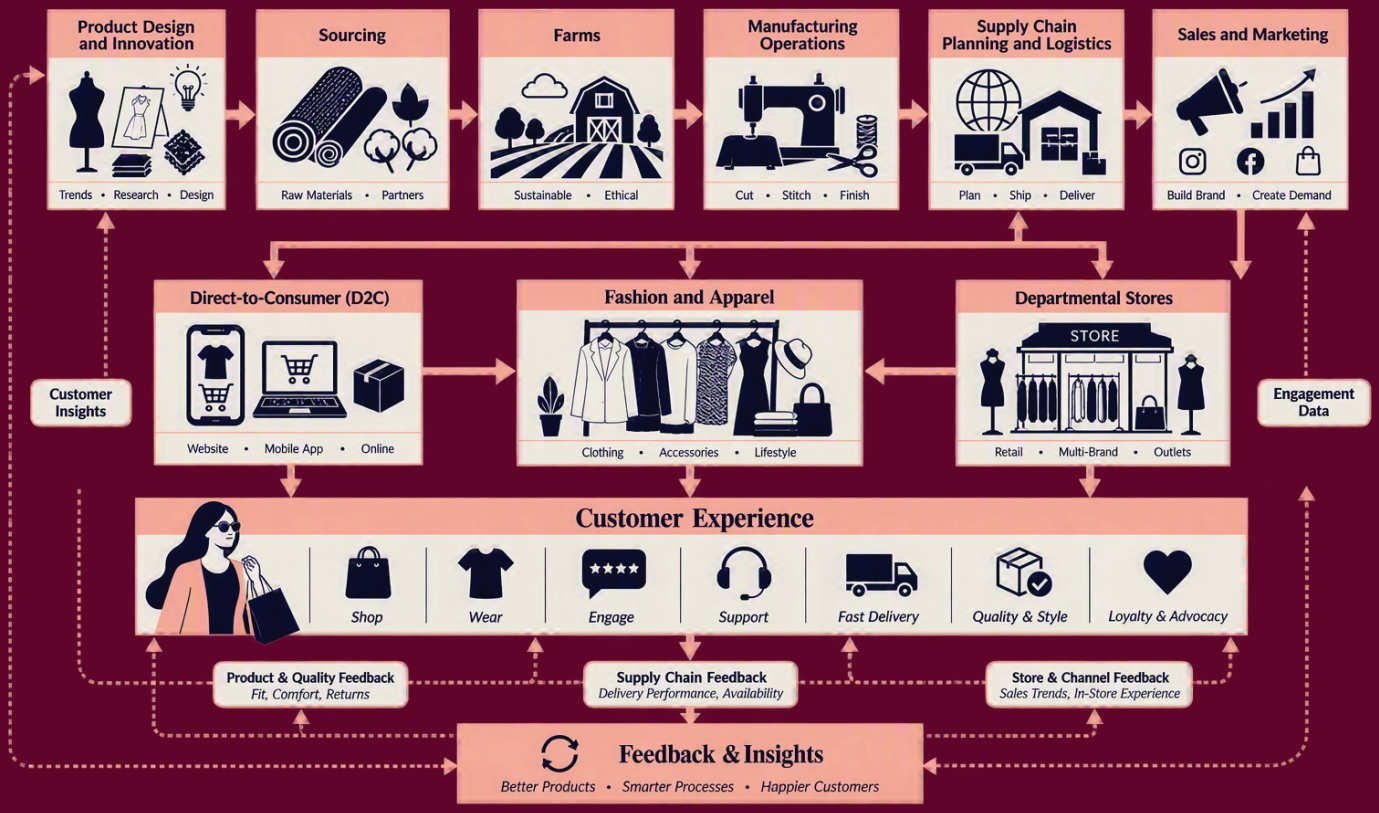
The Era of Intelligent Retail Commerce is Here. Now Is the Time to Lead It.

Give Your Retail and CPG Operations the AI-Powered Transformation They Deserve

Explore Tech Mahindra's Intelligent End-to-End Solutions

Intelligent transformation in Retail and CPG is not about isolated AI initiatives. It is about smartly transforming the entire value chain across every stage.

Our intelligent solutions transform every category of the retail and CPG value chain:

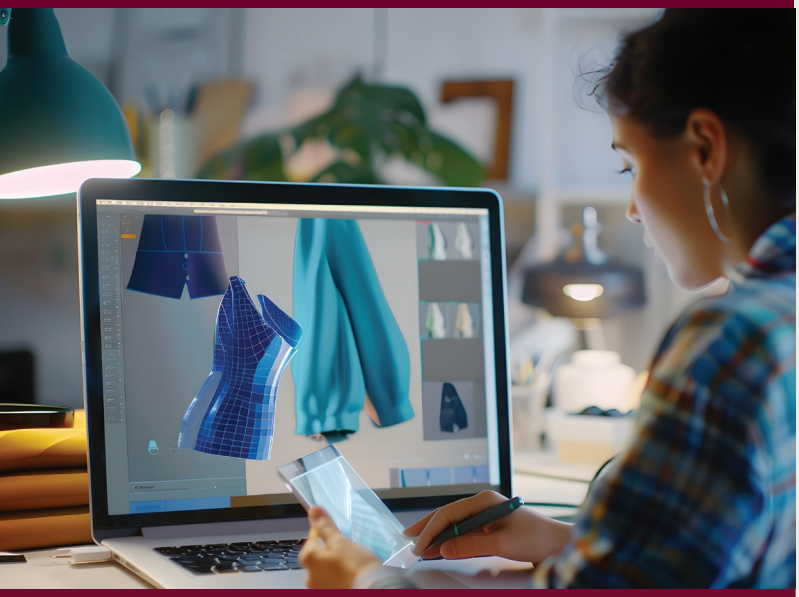


Looking to create a resilient and future-ready Retail & CPG ecosystem?

<< Explore How >>

Product Design

From concept to commercialization, architect AI-powered product ecosystems that drive growth and competitive advantage.



Value Proposition:

- Faster innovation-to-revenue
- Rapid product commercialization
- AI-driven product design excellence
- Enhanced consumer adoption & experience
- Reduced R&D and development costs
- Reduce time for new product development from months to weeks

Pininfarina-Led Store Design

AI-powered retail spaces combining digital experiences, intelligent operations, and immersive store design.

Data-Driven Product Innovation with AI/GenAI Tools

AI-powered consumer insights, trend forecasting, and predictive concept validation that accelerate product-to-market and create innovation.

AI-Powered Product Design

Agentic AI-powered visual engine that generates on-demand product visualizations based on customer prompts.

Skin Sensors

Portable, Bluetooth-enabled skin sensors that integrate with cloud-based analytics to measure real-time skin hydration.

Sourcing

Apply AI-powered sourcing solutions to drive greater transparency, supplier performance, and ecosystem collaboration, enabling smarter decisions across the board.



Value Proposition:

- AI-driven compliance and risk intelligence
- Agentic AI-powered supplier decisioning
- End-to-end supply chain traceability
- Sustainable and ESG-driven sourcing excellence
- Resilient, transparent, and agile supply networks

Digital Product Passport

Provides every product with a unique digital identity for end-to-end lifecycle visibility, traceability, and informed customer decisions.

Supplier Scorecard

Evaluates supplier performance through key operational KPIs to improve quality, reduce procurement costs, and strengthen supply chains.

Supplier Collaboration Portal

Blockchain-enabled supplier ecosystem that improves collaboration, traceability, compliance, and supply chain resilience.

Farm

Empower modern farming operations with Agentic AI-enabled solutions that connect assets, operations, and stakeholders across the farm-to-fork journey, driving efficiency and growth.



Value Proposition:

- Agentic AI-powered precision agriculture
- Maximize farm productivity and yield
- Optimize resources through AI-driven insights
- Enable end-to-end, farm-to-fork traceability
- Drive sustainable and profitable farming operations

Agri Apps

AI-powered insights use weather intelligence, IoT, and satellite data that help farms optimize crops and support sustainability.

Farm ERP

AI-powered farm-to-fork digitization improves sourcing, quality, supply reliability, and cost efficiency.

Tractor Telematics

Tractor telematics enables F&B companies to monitor equipment performance, fuel efficiency, and farm-to-factory execution.

Manufacturing

Accelerate smart manufacturing with AI-powered solutions that strengthen operational visibility, link frontline workers, and optimize production performance at scale.



Value Proposition:

- Agentic AI-driven manufacturing excellence
- Accelerate production throughput and efficiency
- Minimize downtime with predictive intelligence
- Empower connected workers with digital technologies
- Enhance visibility, quality, and traceability at scale

Manufacturing Execution Systems (MES)

MES platform lets CPG brands optimize production, improve quality and traceability, and drive smart manufacturing through real-time operational insights.

Digital Twins

Digital replicas of products, assets, and processes enable intelligent, data-driven operations, unlocking predictive insights, operational efficiency, and accelerated business value.

Connected Workers through AR/VR

AR/VR empowers connected workers with smart work instructions, hands-free maintenance support, and immersive training with productivity tools to improve productivity, operational safety, and reduce errors.

Industrial IoT

Smart, connected operations integrate industrial assets, production systems, and enterprise applications, delivering real-time visibility, predictive intelligence, and operational excellence.

Supply Chain Management

Transform supply chains with AI-powered solutions that deliver end-to-end visibility, intelligent orchestration, and seamless execution from planning to fulfillment.



Value Proposition:

- Agentic AI-driven supply chain orchestration
- Real-time visibility across the value chain
- Accelerate fulfillment and last-mile performance
- Optimize inventory, logistics, and return costs
- Build agile, resilient, and autonomous supply networks

Connected Warehouse

AI-enabled warehouse management solutions connect assets, operations, and global suppliers to improve visibility and execution.

Digital Twin Warehouse

Models warehouse operations to optimize inventory, improve workflows, and boost productivity.

Supply Chain Control Tower

Delivers real-time visibility, predictive intelligence, and autonomous decision support to optimize inventory.

Agentic AI-Enabled Last Mile Orchestration

Optimizes routes, freight matching, and delivery management, lowering costs and boosting real-time visibility.

AI-Powered Returns Management

Transforms high-cost returns into a predictive, automated, and revenue-generating ecosystem, driving margin recovery, customer loyalty, and sustainable growth.

Sales & Marketing

Transform sales and marketing with agentic AI-enabled solutions that drive smarter revenue management, intelligent commerce, and data-driven business growth.



Value Proposition:

- Agentic AI-driven revenue growth
- Maximize margins through intelligent decisions
- Accelerate cash-to-revenue cycles
- Deliver hyper-personalized commerce experiences
- Enable trusted, AI-powered business insights

Revenue Growth Management

Turns pricing and promotion into a predictive, data-driven growth engine, maximizing revenue, margins, and consumer value at scale

Agentic AI in Order-to-Cash process

Streamlines the order-to-cash process by intelligently automating order management, fulfillment coordination, invoicing, collections, and dispute resolution; driving faster cash conversion and superior customer service.

Agentic Commerce

Autonomously guides consumers from discovery to purchase, delivering hyper-personalized experiences that drive growth, loyalty, and competitive advantage.

Agentic AI for Data Quality

Continuously monitors, validates, and reconciles data across pipelines, enabling trusted insights, proactive issue detection, and governed decision-making.

Direct-to-Consumer and Digital Commerce (D2C)

Build owned consumer relationships with composable commerce, first-party data, intelligent fulfillment, loyalty, and Agentic AI-led engagement.



Value Proposition:

- Grow owned-channel revenue
- Increase conversion and retention
- Improve consumer lifetime value
- Lower cost-to-serve
- Scale new business models

Composable Digital Commerce

Creates flexible storefronts, content, checkout, and experience layers that adapt to new markets and models.

Subscription & Replenishment Commerce

Enables recurring, personalized, and convenience-led consumer propositions

Consumer Data & Loyalty

Unifies consented first-party data and activates personalized journeys, rewards, and offers.

AI-Powered Omnichannel Fulfillment

Orchestrates inventory, orders, and deliveries across stores, warehouses, and digital channels.

Social & Conversational Commerce

Converts discovery and conversations into guided, shoppable journeys.

Digital Experience Operations

Continuously optimizes content, product data, search, conversion, and commerce performance.

Departmental Stores

Transform the retail experience with AI-powered solutions that connect stores, shoppers, and operations, driving personalized engagement, operational efficiency, and revenue growth.



Value Proposition:

- Agentic AI-driven store excellence
- Hyper-personalized consumer experiences
- Increase conversion, loyalty, and basket value
- Optimize inventory, pricing, and shelf execution
- Enable autonomous store operations at scale

Electronic Shelf Labels

Labels reflect real-time pricing, highlight dynamic promotions, and create greater operational agility.

Cooler-as-a-Medium

Deliver immersive retail experiences through sentiment analysis, GPS tracking, inventory control, and ensure planogram compliance.

POS Robotic Automation

Offers autonomous validation of checkouts, payments, and store hardware ecosystems to create better customer experiences.

Agentic Commerce in Retail Stores

Transforms retail by leveraging AI agents to autonomously guide shoppers through discovery, product selection, purchase, and post-purchase engagement.

AI-Powered Inventory Visibility

Leverages real-time data and predictive analytics to optimize inventory across stores, warehouses, and the supply chain—improving inventory accuracy, demand planning, and omnichannel fulfillment.

AI-Powered Video Analytics Solutions

Analyzes shopper demographics, behavior, and purchase trends in real time through an agentic AI-led in-store engagement solution to deliver personalized recommendations, increase sales, and enhance customer loyalty.

Shopping Assistant

Provides personalized recommendations and shopping lists, simplifies product discovery, and builds carts through natural language, drawing on preferences, purchase history, pricing, and availability.

Planogram

Automatically checks shelf compliance through AI-powered computer vision by comparing real-time images with planogram standards. It delivers instant alerts and actionable insights, enabling quick corrections and optimized shelves without manual audits.



Fashion & Apparel

Reimagine fashion retail with intelligent, connected solutions that blend digital innovation and in-store experiences to drive customer loyalty, operational agility, and profitable growth.



Value Proposition:

- Grow owned-channel revenue
- Increase conversion and retention
- Improve consumer lifetime value
- Lower cost-to-serve
- Scale new business models

Virtual Try-On

AI-powered virtual try-on delivers immersive, personalized shopping experiences that increase conversions, reduce returns, and drive omnichannel sales.

Advisor Intelligence Orchestration

Agentic AI transforms advisor insights and customer feedback into real-time intelligence that enhances customer experiences.

POS

Scalable, customizable POS solutions optimize store operations, enhance customer experiences, and support evolving business models with agility and efficiency.

Customer Experience

Create exceptional customer experiences with AI-powered solutions that deliver personalized engagement, seamless fulfillment, and higher customer lifetime value across every touchpoint.



Value Proposition:

- Grow owned-channel revenue
- Increase conversion and retention
- Improve consumer lifetime value
- Lower cost-to-serve
- Scale new business models

Omnichannel Fulfillment

AI-powered omnichannel fulfillment seamlessly orchestrates orders, inventory, and deliveries across stores, warehouses, and digital channels, reducing fulfillment costs, accelerating delivery, and enhancing customer satisfaction.

AI-Powered 360 Degree Loyalty Solution

AI-driven platform delivers personalized omnichannel consumer journeys through 360-degree profiles, first-party data capture, and hyper-personalized offerings.

Gen AI to Reduce Cart Abandonment

GenAI-enabled cart abandonment solution increases conversion rates and revenue by delivering personalized interventions at the right moment in the consumer journey.

AI-Based Product Image Enhancement

An end-to-end AI image pipeline leverages prompt-based image generation to convert existing product images into e-commerce-ready visuals.

Gen AI-Enabled Performance Marketing

Agentic AI transforms performance marketing into an autonomous, real-time growth engine, maximizing ROAS through continuous optimization of campaigns, products, and customer journeys.



Delivering AI-Powered Transformation for the Future of Retail and CPG

We empower enterprises to transform every stage of the value chain through engineering excellence, intelligent technologies, and AI Delivered Right.

Industry Recognition

Leader in Supply Chain Transformation Services for Retail and CPG
Everest Group PEAK Matrix® Assessment 2025

Know More

Leader in Retail Services
Everest Group PEAK Matrix® Assessment 2025

Know More

Winner, Retailer's Favorite Award
NRF VIP Awards 2026

Know More

Case Studies



Leading North American Grocery Retailer Unifies Digital and In-Store Customer Journeys

AI-driven merchandising, omnichannel fulfillment, dynamic pricing, and conversational commerce.



Leading Global Fashion and Lifestyle Retailer Reimagines Commerce Through AI-Powered Personalization

Improved customer experiences through POS modernization, inventory optimization, and AI-driven engagement.



Leading Global Consumer Products Enterprise Improves Forecast Accuracy Through SAP S/4HANA Transformation

Established a cloud-based digital core and modernized supply chain planning while improving forecast accuracy to **95%.**



Leading International Fashion and Lifestyle Retailer Builds a Unified Omnichannel Commerce Experience

Connected digital and in-store commerce through intelligent inventory visibility and fulfillment capabilities.



Large Global CPG Company Modernizes Its Digital Core Through SAP S/4HANA and Automation

Streamlined enterprise operations and accelerated transformation through cloud modernization and intelligent automation.



Global Food and Beverage Leader Advances Net-Zero Goals Through Lifecycle-Led Sustainability Transformation

Identified emissions hotspots and recommended interventions to reduce environmental impact.

Scale at Speed™

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