

20 June 2024



**N Brown Group plc**  
("N Brown" or "the Group")

**N Brown and Tata Consultancy Services win Technology Project of the Year at the Retail Systems Awards**

**N Brown Group plc**, the inclusive fashion and homeware digital retail platform, and its partners Tata Consultancy Services, won the Technology Project of the Year award at the Retail Systems Awards last night for the delivery of its new Product Information Management ('PIM') system.

Taking place at London's Marriot Grosvenor Square, the prestigious event celebrates excellence and innovation in the retail sector and the awards saw N Brown and Tata Consultancy Services crowned winners alongside other retailers including Sainsbury's, Superdrug and EE.

The PIM system is one of the Group's key transformational priorities and is designed to improve the customer experience by providing N Brown customers with better product descriptions across product display pages, including information on sizing and fit, and fabric. Greater consistency and accuracy in pre-purchase communications with customers across all channels will help to better inform their purchases. This in turn is expected to reduce return rates, leading to an improved customer experience overall.

**Nuno Miller, COO at N Brown, said:**

*"I am proud of everything our teams have achieved and I'm delighted that their efforts have been recognised with this award. The delivery of our new PIM system was an important milestone in the Group's digital transformation journey and key to our proposition to further improve the customer experience. Being awarded Technology Project of the Year is fantastic acknowledgement of this work."*

**Chris Williamson, Group Director of Technology at N Brown, said:**

*"This achievement is a testament to the incredible hard work and dedication of our amazing teams. A special thanks to our partners Tata Consultancy Services in making this a reality. Your commitment and expertise have been instrumental in this success."*

**Martin Sheerin, Director of Digital Product at N Brown, added:**

*"I'm delighted that we won this award and for the recognition of the incredible hard work of our teams. It's also another sign of the great progress that is being made here at N Brown and the confidence we now have in delivering technology for our colleagues and customers, and transforming our business and ways of working."*

**Sanjeev Jha, Segment Head Retail UK & Europe Tata Consultancy Services, said:**

*"Some days make all the hard work worth it! This was one such day as our TCS-N Brown partnership brought home the Retail Systems Award 2024. I am glad that we won the Technology Project of the Year for the Product Information Management Transformation program. The project helped improve efficiency, speed-to-market, customer-experience among others for N Brown. Congratulations!"*

**ENDS**

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**About N Brown Group**

N Brown is a top 10 UK clothing and footwear digital retail platform, with a home proposition, headquartered in Manchester and employs around 1,700 people nationwide. Through our strategic retail brands including JD Williams, Simply Be and Jacamo, we exist to make our customers look and feel amazing, and take great pride in passionately championing inclusion and serving the under-served. Our customer-first shopping experience, supported by our innovative financial services proposition, is designed to deliver choice, affordability, and value to our customers, and allows us to be truly inclusive and accessible.

**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).