

Infosys Awarded 2007 Best-In-Class ITSMA Marketing Excellence Diamond Award

Unique approach towards competitive marketing wins recognition from leading marketing organization

Bangalore, India, Nov. 15, 2007 - Infosys Technologies Limited (NASDAQ: INFY) was honored today with the Sharpening Brand and Competitive Differentiation Marketing Excellence Award from the Information Technology Services Marketing Association (ITSMA) for the strategy and execution of its "Win in the Flat World" campaign. ITSMA recognized Infosys for its success in shifting its perception from being a provider of offshoring services to that of a partner that helps companies reshape their businesses in a flattening world.

The Diamond award recognizes Infosys' ability to set itself apart from the competition through innovation, execution and the business benefits resulting from the "Win in the Flat World" campaign. The marketing program behind the campaign clearly demonstrated Infosys' unique approach towards building its credibility as a trusted transformation partner that strengthens its clients' global competitiveness.

"I'm very pleased to recognize Infosys for its extraordinary success in strengthening its competitive differentiation by using innovative approaches and technologies," said Dave Munn, President and CEO, ITSMA. "This is a strong example of how a company can establish a defensible market position by being relevant and credible."

The "Win in the Flat World" initiative was based on in-depth research which identified that the business landscape was going through fundamental changes driven by four forces: opening of emerging economies, structural shifts in demographics, ubiquity of technology and regulation. Responding adequately to these forces requires shifting operational priorities. To help companies execute on the new operational priorities, Infosys created a Flat World solutions portfolio, currently featuring more than 50 offerings and services catered to Global 2000 companies.

"We are committed to providing our customers with the strategic insight and execution that is crucial in keeping them ahead of the competition as business environments continue to flatten," said Srinivas Uppaluri, head of Global Corporate Marketing, Infosys. "The award for our 'Win in the Flat World' initiative is a reflection of the success enabled by our unique industry insights and approach. The recognition we're receiving today illustrates the value Infosys continues to bring, further resonating with an audience beyond our satisfied clients".

For more information on Infosys' "Win in the Flat World" marketing efforts, please visit ITSMA's "Marketing on the Verge" blog at <http://itsma.blogs.com/verge/2007/10/winning-in-the-.html>. For more information on Infosys perspective and solutions for 'Win in the Flat World', please visit <http://thinkflat.infosys.com>.

About ITSMA's Marketing Excellence Awards

Launched in 1998, ITSMA's Marketing Excellence Awards focus exclusively on the largest segment of the technology business: technology services and solutions. The awards program is based on a comprehensive and strategic approach to marketing, recognizing that business success today requires marketers to move beyond the traditional realm of communications into such areas as developing new solutions, increasing sales effectiveness, and managing the customer experience. The program looks beyond flash and glitz to emphasize excellence in the three most critical aspects of success: innovation, execution, and business results.

About ITSMA

ITSMA specializes in helping companies market and sell services and solutions. As a membership organization, we work with the world's leading technology, communications, and professional services firms to generate new business, strengthen customer loyalty, and increase brand differentiation. Through research, consulting, training, and community we provide the insight companies need to improve marketing impact, sales performance, and business results. ITSMA is based in Lexington, Massachusetts, and has offices in the United States, the United Kingdom, and Japan. Learn more at www.itsma.com.

About Infosys Technologies Ltd.

Infosys Technologies Ltd. (NASDAQ: INFY) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a flat world. These solutions focus on providing strategic differentiation and operational superiority to clients. Infosys creates these solutions for its clients by leveraging its domain and business expertise along with a complete range of services. With Infosys, clients are assured of a transparent business partner, world-class processes, speed of execution and the power to stretch their IT budget by leveraging the Global Delivery Model that Infosys pioneered. Infosys has 80,000 employees in 40 offices worldwide. Infosys is part of the NASDAQ-100 Index. For more information visit www.infosys.com.

Safe Harbor

Statements in connection with this release may include forward-looking statements within the meaning of US Securities laws intended to qualify for the "safe harbor" under the Private Securities Litigation Reform Act. These forward-looking statements are subject to risks and uncertainties including those described in our SEC filings available at www.sec.gov including our Annual Report on Form 20-F for the year ended March 31 2007, our Quarterly Reports on Form 6-K for the quarterly periods ended June 30, 2007 and September 30, 2007, and our other recent filings, and actual results may differ materially from those projected by forward-looking statements. We may make additional written and oral forward-looking statements but do not undertake, and disclaim any obligation, to update them.

For further information please contact:

North America

Peter McLaughlin
Infosys Technologies Ltd, US
Phone: 213 268-9363
[Peter McLaughlin](#)

Asia Pacific

Bani Paintal Dhawan
Infosys Technologies, India
Phone: 080 51563373
[Bani Paintal Dhawan](#)

Australia

Roger Langsdon
Infosys Technologies Australia
Phone: 61 417 376 433
[Roger Langsdon](#)

EMEA

Nathan Linkon
Infosys Technologies
Phone: +44 (0) 207 715 3445
[Nathan Linkon](#)