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INFOSYS 3.0

Building Tomorrow's Enterprise

**ANALYST
MEET 2011**

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Building Tomorrow's Enterprise

Retail, CPG, Logistics and Life Sciences (RCL)

Pravin Rao U. B.

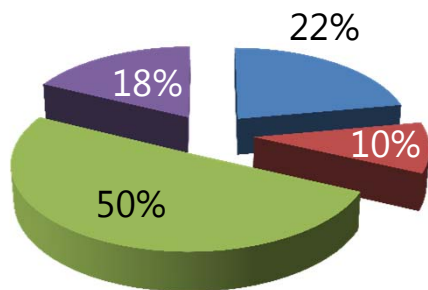
Senior Vice President and Global Head – Retail, CPG, Logistics and Life Sciences

Certain statements in this presentation concerning our future growth prospects are forward-looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, fluctuations in foreign exchange rates, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Infosys has made strategic investments, withdrawal or expiration of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Additional risks that could affect our future operating results are more fully described in our United States Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2011 and on Form 6-K for the quarter ended June 30, 2011. These filings are available at www.sec.gov. Infosys may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company.

RCL: one of the fastest growing verticals

Revenue split by sub units

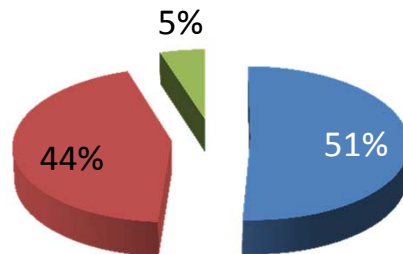
- CPG
- Transport & Logistics
- Retail
- Life Sciences



Total Revenue \$1181 mn
(FY11)

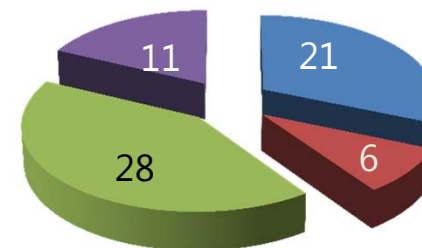
Revenue split by offerings

- BITS
- CSI
- PPS



Split of G2K clients

- CPG
- Transport & Logistics
- Retail
- Life Sciences



Total G2K Clients - 66

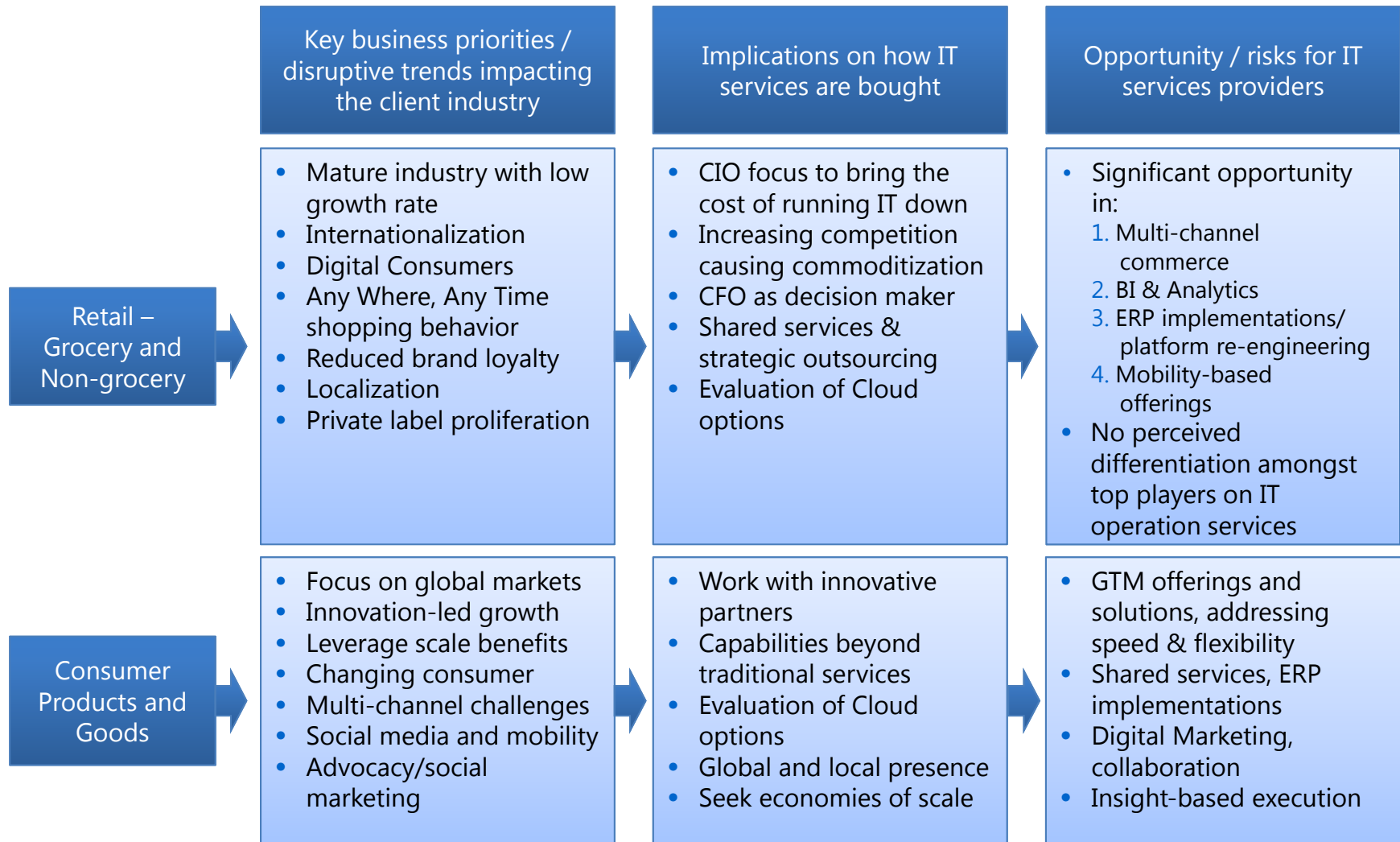
- Q1 Revenue – \$361 mn
- Number of Employees – 18500+
- Number of Clients – 110+

State of the market

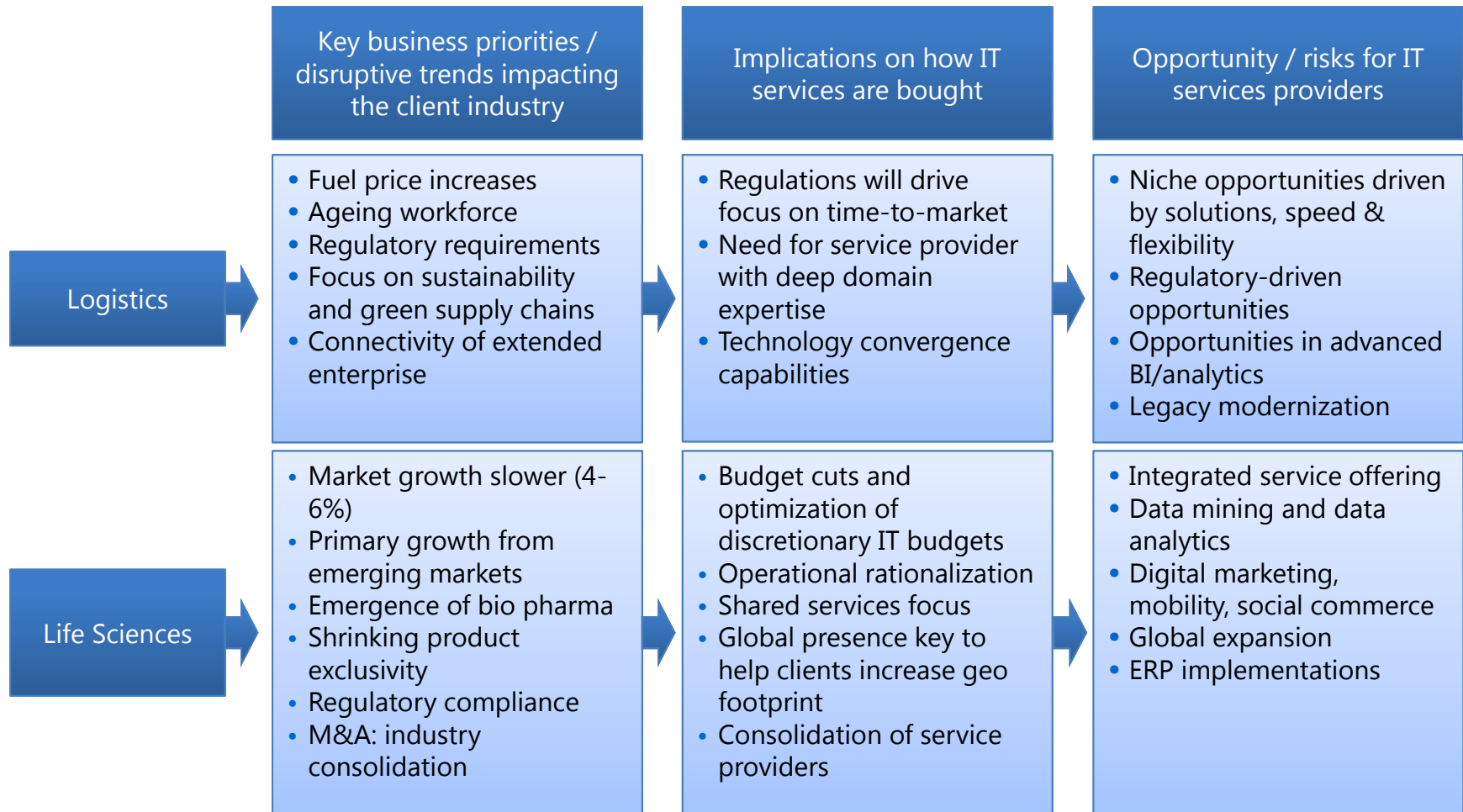
Verticals*	Retail	CPG	Logistics	Life Sciences	Total
Total Addressable Market (\$ bn)*	48	19	18	10	95
Offering demand (BITS, CSI, PPS)	High	High	High	High	High
	High	High	Medium	High	High
	Medium	High	Low	High	Medium
G2K Profile	150 G2k	118 G2k	42 G2k	44 G2k	354 G2k
Total G2K, G2K Clients,	28 G2k Clients	21 G2k Clients	6 G2k Clients	11 G2k Clients	66 G2k Clients

* As per Gartner: Enterprise IT Spending by Vertical Industry Market Worldwide, IQ'11

Key business priorities of clients



Key business priorities of clients



Business value delivered

We deliver tangible business results across major capability areas

Innovation

Online	Higher traffic & conversion by 30 – 40% Lower customer acquisition costs by 30 – 60%
Multi-channel	Improved customer loyalty and higher sales Lower inventory and obsolescence
Digital Marketing	Campaign launch times reduced from 4 weeks to 1 day Lower campaign costs
Mobility	Better in-store experience; improved campaign effectiveness

Transformation

Enterprise value chain	Platform delivery models providing revenue lift of 6-7% in emerging markets ERP implementations reducing inventory by 6%
IT portfolio	TCO reduction of 20-25%
Commercial model	Flexibility and reduced costs due to aligned incentives

Execution

Project management	94% of projects delivered on time and within budget
Continuous improvement	Committed yoy productivity improvements Reduced development costs

What we brought to the table: iMobilePOS solution and iOS based mobile application capable of integrating with existing POS solution



Co-Creation

Client collaboration



Capability for salesperson to service customer through a mobile device

Improved service
through better item-finder

Salesfloor efficiencies
through better information access

Increased sales
through better shop floor experience

Reduce TCO
through lower device cost

What client brought to the table:

- Additional mobile feature set requirements based on sales floor survey
- Business operations and workflow evaluation based on a mobile POS solution, which also includes new store setups
- Infrastructure services to enable mobile solution in the stores including wireless access points, Mobile Device Management and Provisioning service

Context / challenges

- Constraints of technology architecture prevented improvements in stability, availability & performance
- Customer experience adversely impacted due to lack of flexibility in customizations

Capabilities / value adds

- End-to-end program management to create a cost effective future-state technology architecture
- Enabled customization through new architecture, personalization and multi-channel capability

Results

- 30% improvement in conversion rate
- 400% increase in site traffic during peak times
- 100% up-time during peak holidays
- 370% improvement in site response time





More than 5 years ago, Infosys embraced Hallmark's mission to make thoughtfulness easy for our online customers worldwide. This past holiday season Infosys delivered again on Hallmark's mission. Our marketing programs generated tremendous traffic to Hallmark.com, an unprecedented volume of opportunity. Infosys ensured not only that our online business remained open 24x7, but that our newest customer offerings were available, working, responding and ultimately helping to make this one of the best holiday seasons in Hallmark's history.



- Paul Barker, VP, Hallmark Digital

RIS IT Services Leaderboard, evaluated 32 large national and international IT services providers, and placed them in a head-to-head ranking based on more than 70 retailer evaluations.



2010 TOP 10 IT SERVICES LEADERS

1	Infosys	31.80
2	JDA	31.68
3	Accenture	31.34
4	Microsoft	28.92
5	IBM Global Services	27.85
6	Oracle	26.20
7	Fujitsu Services	25.25
8	NCR	22.80
9	Verizon	19.75
10	AT&T	19.63
10	Cognizant	19.63

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Thank you

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