



Retail, Distribution and Consumer Products Group

Anantha Radhakrishnan

Vice President and Head – Strategic Platforms, Infosys BPO

Analyst
Meet 2007

Think Flat

INTELLECT

MEET 2007

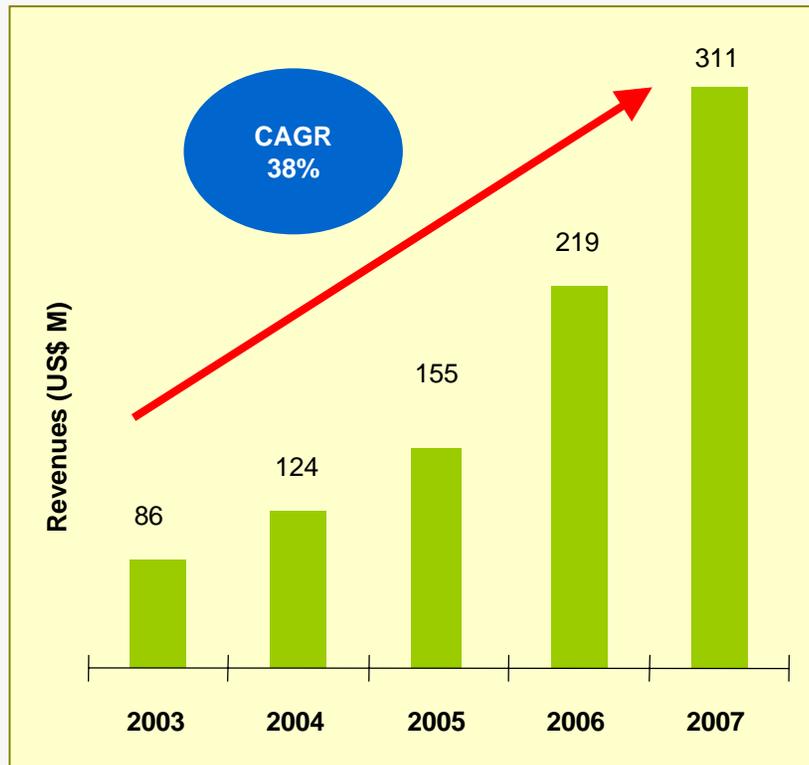
Safe Harbor

Certain statements made in this Analyst Meet 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, 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 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, 2007 and quarterly report on Form 6-K for the quarter ended June 30, 2007. 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.

RETL, CPG & Distribution...

...contributes to over 10% of company revenues with a CAGR of 38 percent

RETL, CPG & Distribution Revenue (\$ M)



Key Metrics

- 60 Active Clients (mostly Fortune 500)
- 5,000+ Employees across 10 Global Development Centers worldwide
- 3 clients with > \$20M in revenues
- 15 clients with > \$10 M in revenues

In a market that is becoming increasingly global and dynamic

Global trends

- Pressure for growth resulting in mergers & acquisitions and focus on emerging markets
- Significant demographic shifts
- Significant changes in the channel landscape
- Product innovation, shopper marketing and merchandising being used as a strategic lever
- Food security (bioterrorism) remains a critical issue

Macro consumer trends

- Increased social consciousness
- Increased focus on experience than ownership
- Increased leverage of information by shoppers
- Increased need for simplicity
- Ever increasing choices have made the consumer uncompromising

Implications To Retail & CPG Value Chain

- Increasingly diverse consumer base
- 'One fits all' Business Models are becoming obsolete
- Increased Channel-SKU Proliferation
- Increased Visibility and Granular Data
- Unprecedented Risks in Food Value Chain

Strategy to meet challenges

KEY STRATEGIES

Shopper / consumer relevance

Increasing the lifetime value of the shopper

- Better understand the shopper and the shopping mission
- Newer retail concepts / formats that deliver convenience, enhanced experiences
- Next generation capabilities to reach out to the shopper

Product/ merchandising excellence

Select the right merchandise and channel strategy to optimize profitability

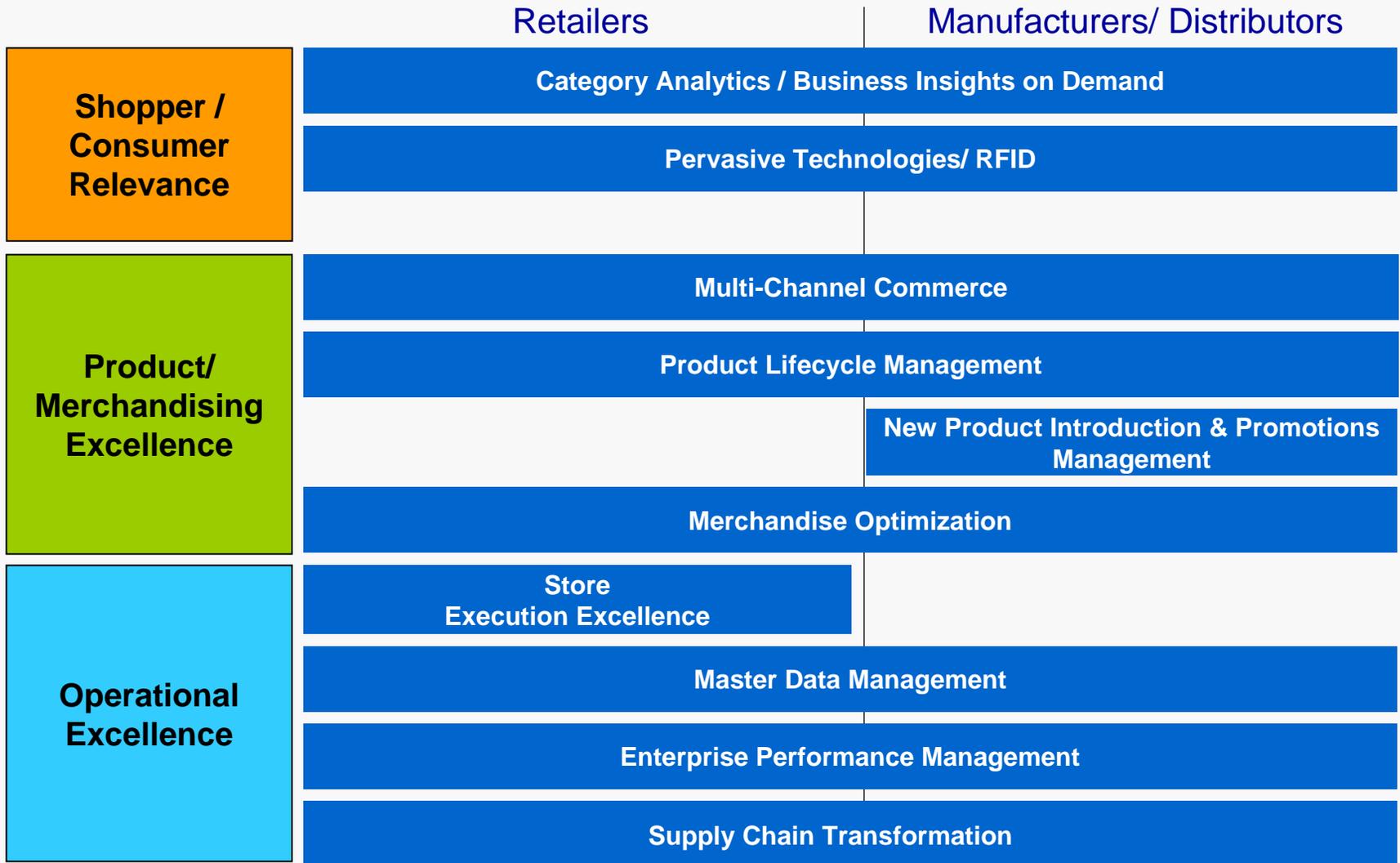
- Increased focus on optimized merchandising and innovation
- Increased focus on Multi-Channel retailing

Operational excellence

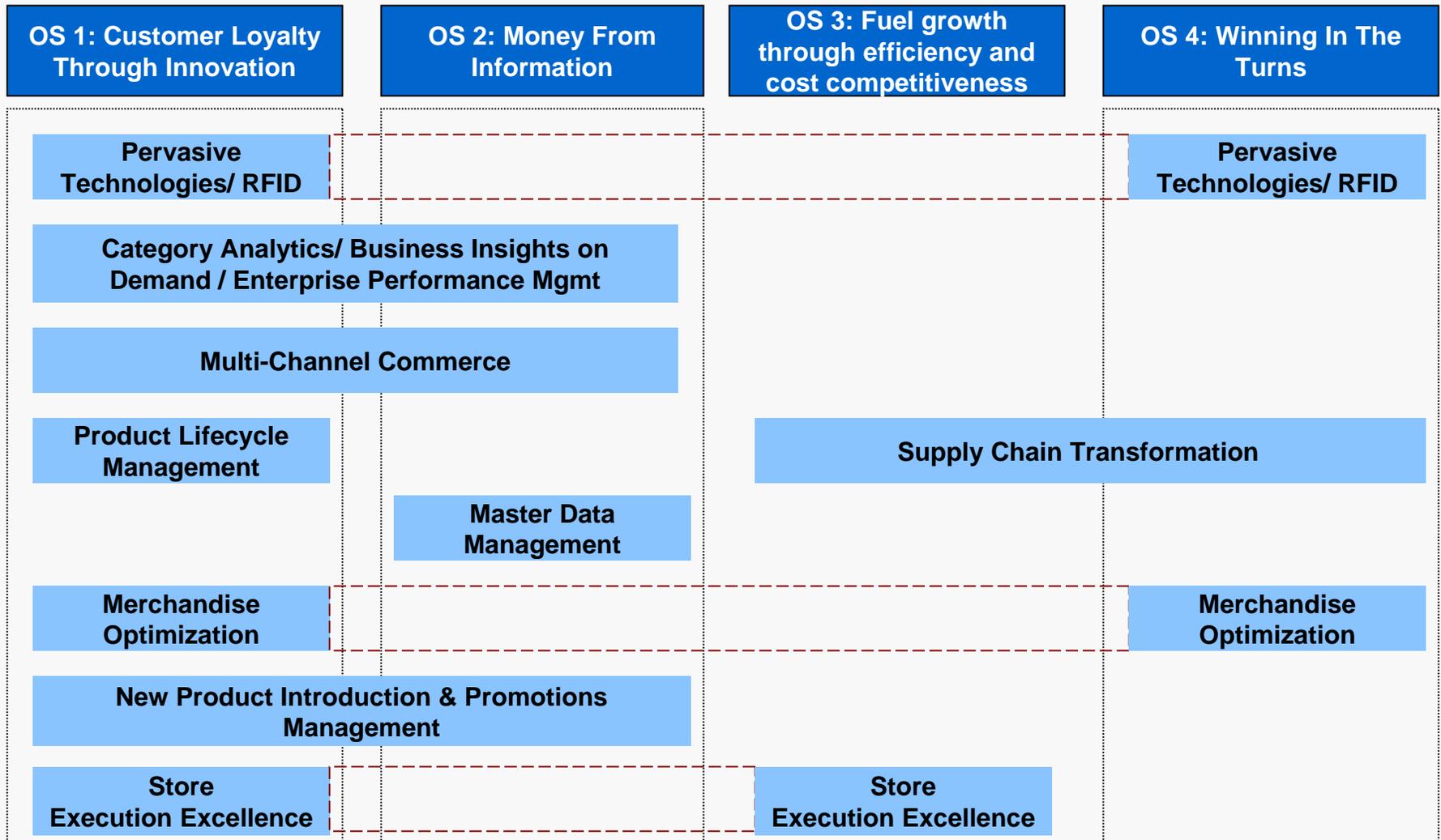
Planning for, sensing and responding to demand in a transparent and synchronized way

- Increased focus on establishing a more responsive supply chain to improve product availability at low cost
- Establishing a robust foundation of data and architecture to help support future state business needs

Infosys solutions have positioned us very strongly to address these strategies



..and these solutions are in line with the key operational shifts that have resulted from the flattening of the world...



A glance at some of the strategic engagements we have led ...

Customer/ Consumer Relevance

Infosys' RFID solution was leveraged to provide interactive experiences to consumers for an accessory retailer

Enabling the large customer, consumer & shopper insights program at a large CPG company

Product/ Merchandising Excellence

Defined micro and macro space planning and optimization for one of the largest retailers in the US

A leading department store's online strategy and multi-channel integration roadmap was created, with follow through implementation

Operational Excellence

Defining a proof of concept for a leading grocer to experiment with an innovative logistics optimization solution

Defined a master data management framework for a large food distribution company

Case Study: Enterprise wide MDM initiative - products, vendors and customer master data for a food distributor

Business Opportunity:

- Client is a large foodservice marketer and distributor with operations throughout NA
- A legacy application as their master data repository.
- Multiple versions of customer data stranding one-face-to-the customer initiative
- An estimated 150,000 duplicate products (20%)

Solution:

Infosys helped the client define a future state master data framework:

- B2B electronic data exchange GDSN and vendor portal
- Extensible data model
- Automated workflow with alerts and notifications
- Comprehensive data governance and stewardship

The solution created a system that avoids duplicate entries as well as enables easy data exchange with partners and amongst internal entities.

A Large Food Distributor

Providing consulting, product evaluation and implementation services in re-designing its master data management framework. Using a phased approach that minimizes business disruption and delivers larger gains upfront, Infosys will integrate various best of breed and custom components to deliver a framework that is flexible and enables easy data management and interchange.

Benefits:

Reduced effort to enter and maintain data

- Reduction in data errors leading to improved operational efficiencies
- Faster time to on-board new vendors and customers
- Foundational support of other initiatives – price optimization, regional pricing, SKU rationalization etc.

Examples of thought leadership ...

What analysts have to say about us...

AMR Research

Consumer Product Companies rank Infosys No. 2 among strategic consulting partners for S&OP projects

One of the benefits of the internet is open information. Consider mining this information to understand what consumers of your products are saying....talk to Infosys about the pilots it is doing..

Client Kudos

Infosys Technologies Receives Two ["Partner in Progress" Awards from Sears Holdings Corporation](#)

Infosys Named [Sainsbury's 2006 IT Supplier of the Year](#)

Representations at Industry Forums

National Retail Federation (NRF) partnered with Infosys to introduce a Retail Accreditation Program

Grocery Manufacturers Association (GMA) interviewed Infosys' Co-Chairman Nandan Nilekani's for his views on the CPG industry.

Papers published in...





Thank You

Analyst
Meet 2007

Think Flat

INTELLECT

www.infosys.com

“The contents of this document are proprietary and confidential to Infosys Technologies Ltd. and may not be disclosed in whole or in part at any time, to any third party without the prior written consent of Infosys Technologies Ltd.”

“© 2007 Infosys Technologies Ltd. All rights reserved. Copyright in the whole and any part of this document belongs to Infosys Technologies Ltd. This work may not be used, sold, transferred, adapted, abridged, copied or reproduced in whole or in part, in any manner or form, or in any media, without the prior written consent of Infosys Technologies Ltd.”