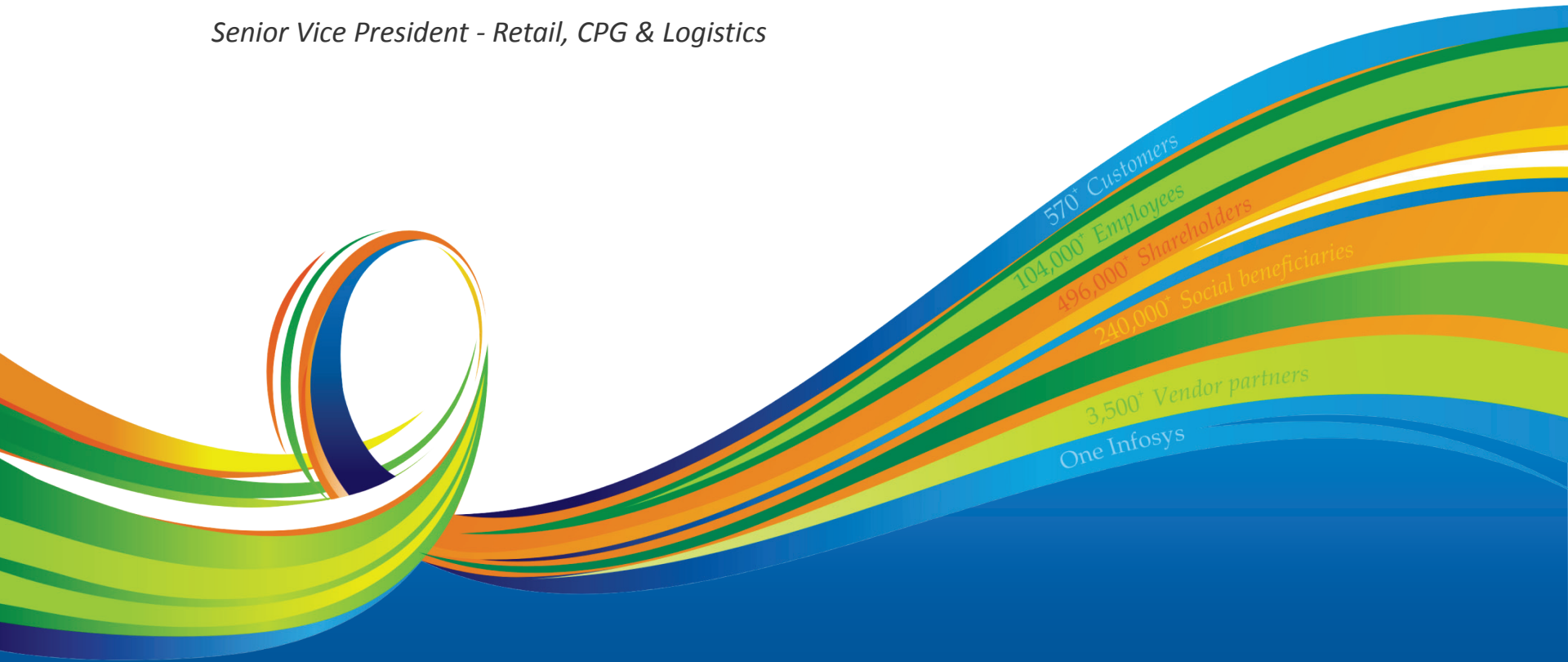


Retail

Pravin Rao U. B.

Senior Vice President - Retail, CPG & Logistics

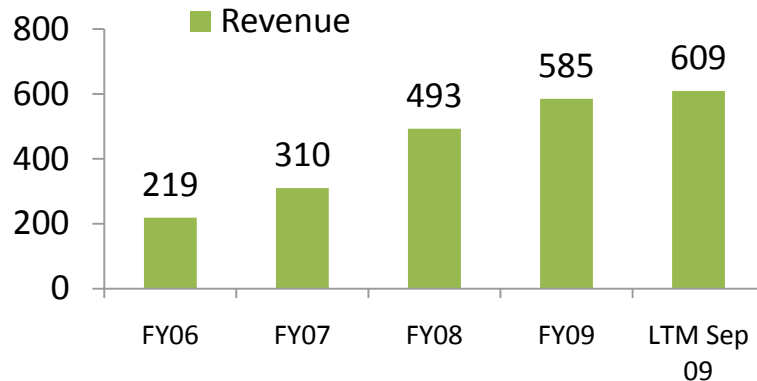


Safe Harbor

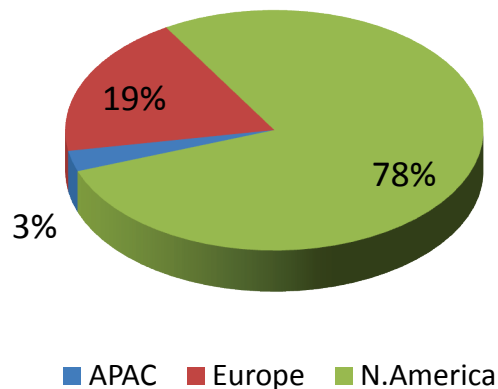
Certain statements made in this Analyst Meet concerning our future growth prospects are forward-looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating 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, 2009 and on Form 6-K for the quarters ended June 30, 2009 and September 30, 2009. 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.

Infosys Retail, CPG & Logistics (RCL) Unit - Introduction

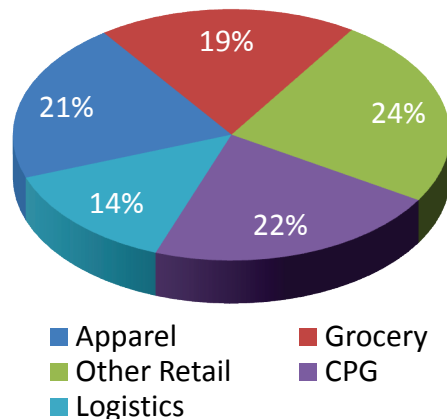
Retail, CPG & Logistics Markets Revenue (\$ Mn)



Revenue by Geography



Revenue by segment



Key metrics

- Over 7,500+ associates across 22 Global Development Centers in India, Australia, UK, US, Canada and Mexico
- 4 clients with > \$40 mn in revenue
- 10 clients with > \$20 mn in revenues
- 19 clients with > \$10 mn in revenues
- 6 of top 10 retailers worldwide
- 9 of top 10 retailers in US
- 5 of top 10 retailers in UK
- 3 of the top 10 in Europe

Infosys Retail, CPG & Logistics (RCL) Unit - Introduction

WHO WE ARE

Infosys' first vertical unit, the RCL practice delivers best-in-class business solutions leveraging technology to global retailers, CPG manufacturers and logistics service providers. With 65 active clients across apparel, grocery, specialty, consumer electronics & logistics, the unit contributes 14% of Infosys' total revenues (Sep-09)

OUR NEW CLIENTS – Q2

1

Large food services organization in US

3

Large Ireland retailer

2

Leading premium alcoholic beverage company

4

Leading retailer in Latin America

OUR SERVICE OFFERINGS

Business Consulting

IP led Transformational Solutions

Business Process Management

ADM

Systems Integration

Independent Validation Services

Infrastructure Management Services

Business Process Outsourcing

Package Implementation

ACCOLADES in Q2

Infosys' ShoppingTrip360 mentioned in Gartner Hype Cycle Report for Retail

Infosys' Trade Promotion Solution mentioned in Gartner Hype Cycle Report for Consumer Goods

Leader among Oracle Service Providers – Forrester

Leader in SAP Implementation – Forrester

Winner: Top Supplier Award for Sears Holdings Corporation

PUBLICATIONS

CGT | CONSUMER GOODS TECHNOLOGY

PROGRESSIVE
GROCER

Forbes
.com

CHAIN STORE AGE
The News Magazine For Retail Executives

BusinessWeek

Apparel

GROCERY HEADQUARTERS

The downturn impacted spending across all sub segments in Retail, CPG & Logistics firms... however certain key trends emerged...

Slower growth but increased emphasis on value-based business model

- **Value Chasing Shopper** – The discerning shopper chasing value has come of age. Companies are quickly trying to adopt to his needs
 - **Health and Wellness** – Consumers are becoming more health conscious looking for healthy alternatives such as whole grain bread and more organic choices as they shop
 - **Green initiatives** – More and more consumers are green conscious and want to support companies with green initiatives
- **Digital Marketing/ Mobile Commerce** – In store marketing is increasingly gaining momentum as a point of win for store brands and national brands
 - **Social Commerce** – Social media had gained momentum with retailers & CPG's, with Twitter and Face book used as market research and marketing channels

These drivers have created a new set of opportunities...

“Customer Centricity”- The drivers

Aggressive investment in sales & operations planning

Maximize value from current investments in IT – emergence of New Engagement Models

Emphasis on improving customer experience at the moment of truth

Operational efficiency - adoption of shared services models

Gaining importance of social media in Retailer's & CPG company's strategies

New product offerings and retaining loyalties

...RCL invested in IP-led solutions to leverage these opportunities

Multi-Channel Commerce

Industry trend	Online commerce is growing exponentially with convergence of mobile and internet. Retailers strike double digit growth in Multi-Channel Commerce
Infosys investment	Invested in forging strategic alliances to leverage this turn and help retailers get maximum ROI for their investments in MCC channel rebuilding exercise
Winning in the turns	6 to 7 top retailers are redefining their Multi- Channel Commerce strategies in partnership with Infosys

...RCL invested in IP led solutions to leverage these opportunities

In-store marketing & shopper insights

Industry trend	In-store marketing is increasingly gaining momentum as a point of win for store brands and national brands. Both Retailers & CPG companies are poised to invest in mobile marketing and digital marketing technologies that will get their brands closer to the consumer
Infosys investment	Developed IP-based digital marketing solution that will enable Retailers & CPG companies send location and context aware promotions to the shoppers and also gain insights on shopper and merchandize activity in the store
Winning in the turns	Large retailers and CPG companies across the world (US, UK, Europe, India) are piloting this solution and are gaining superior insights about shopper and merchandise activity

...RCL invested in IP led solutions to leverage these opportunities

Digital marketing

Industry trend	Large companies are moving towards customer-driven marketing platforms to improve efficiency, to meet changing needs of marketing function and also digitally collaborate with the media and ad agencies
Infosys investment	Developing a digital marketing platform that integrates users from Brand Marketing, creative agencies, web services providers, service and support and Relationship Management in one collaborate ecosystem
Winning in the turns	A large beverage manufacturing company in Europe has chosen Infosys to transform the way clients connect with consumers and grow brands using digital capabilities, thereby building scale

...RCL invested in IP led solutions to leverage these opportunities

Downstream data visibility in emerging markets

Industry trend	Recession-hit western economies are looking to Developing and Emerging (D&E) markets for growth. What is needed is real collaboration of the information available with all supply chain partners in near real-time
Infosys investment	Developed iConnect, a platform-based integrated visibility service. Recognizing the fragmented nature of the markets and its varied technological maturity, this service bundles technology with help desk and BPO capabilities to enhance distributor compliance and data quality. Its modular design provides levels of service based on market need – ranging from basic data exchange to reporting/analytics to fully functional collaborative functions.
Winning in the turns	One of the world's largest CPG companies has implemented this service on a monthly fee-based service. Increased revenues, delivering timely sales intelligence and reduced working capital by lowering partner inventories are some of the benefits being delivered

Our IP-led offerings are taking off in the RCL space...

Transformation stories

Georgia-Pacific to Implement Infosys' Supply Chain Visibility and Collaboration Solution to Drive Sourcing and Procurement Performance

- MSNMoney.com, Nov. 18, 2009

Waitrose Builds Customer-Centric Web Presence with Infosys Technologies

- IT-Director.com, Nov 17, 2009

SABMiller Enhances In-Store Customer Marketing with Infosys Technologies

- Businessweek.com, July 28, 2009

Alberto Culver Company Bolsters Trade Promotion Efficacy with Infosys Technologies

- LA Times, June 15, 2009

Infosys Technologies Joins METRO Group Future Store Initiative to Drive Innovations in Retailing

- IT-Director.com, Nov. 24, 2009

Infosys Technologies Named as a Top Supplier for Sears Holdings Corporation

- Forbes.com, Sept. 22, 2009

Infosys Technologies Positions Bekins Van Lines for Business Growth

- CNNMoney.com, March 16 2009

Infosys Digital Marketing Platform provides a Collaboration and Integration Platform for delivering Digital Marketing services

SALIENT FEATURES

1

Integrates users from Brand Marketing, creative agencies, web services providers, service and support and Relationship Management all in one collaborate ecosystem

2

- Collaborate with organizations to enhance digital brand representation
- New brand thinking: "Brand as a Channel"
- Building the business case (ROI)

3

- Campaign Management
- Digital Asset Management
- Distribution
- Analysis and CRM

4

- Technologies/platforms:
- .NET and LAMP stacks; Linux Enterprise Server
 - JBoss Enterprise SOA platform
 - RESTful Web Services
 - MOSS, Ektron, EasyPublish CMS

Sample case study

Client Situation

- Premium drinks business with a presence in 180 markets
- Needed future-proofed next-generation Digital Marketing Platform, which supports all (250+) marketing and corporate websites
- Desire to outsource platform management to a vendor with strong SOA experience

Infosys Solution

- Open-source solutions and shared infrastructures
- Reuse as core principle (e.g. Web Service Palette)
- Extensible, standard based integration capabilities enabling faster use of off-the-shelf components and extensible, adaptable solution stacks
- Multiple workflows based interaction options (e.g. VPN vs. Web Access)
- Codification of compliance rules to management tools

Impact

- **Flexibility** – Future proof, non-inhibitive
- **Affordability** – Cost effective to local markets
- **Adoption** –generating unforced adoption
- **Agility** – reduce time-to-market
- **Simplicity** – intuitive and easy to use
- **Security & Compliance** – aligned with internal and external regulations

Decision Support Solutions – Global rollout of personalized scorecards and dashboards, ...transforming the way decisions are made within a company

KEY COMPONENTS

1

Knowledge and communication portal to store information, harness knowledge and stakeholder communication for 40,000 business users

2

Service Oriented Architecture (SOA) to drive “services” strategy as well as to drive cost reduction and simplification strategy

3

Agile organizational model and variable cost structure to support DSS business needs by quarterly plan

4

Building of competencies to drive knowledge continuity across projects with a focus on quality of delivery

Sample case study

Client Situation

- Each business area developed their own reports— leading to multiple templates/systems for business reporting
- Reporting operations were geographically dispersed due to local needs
- Governance was extremely complex due to multiple service providers (external and in-house)
- There was no single standard global methodology or process for preparing, delivering and presenting reports at a global level

Infosys Solution

- Incubate innovative ideas through prototypes and conceptual models
- Foster reuse by developing services frameworks for simplifying application usability
- Harness knowledge and leverage technology by creating shared services delivery model
- Leveraging Alliances – 5 in total – to identify solutions for product issues specific to client environment, evaluating the technology for future releases and the ability to influence product features in future releases

Impact

- Better decision outcomes
- Best available information, data, analysis and knowledge
- Content providers and content consumers efficiently connected in an information economy
- Improved agility and lower total costs of ownership for delivering reporting solution

Thank You

www.infosys.com

