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## Infosys BPO wins CMO Asia Awards 2010 for Excellence in Branding & Marketing

*Over 150 companies participated in these awards from across Asia*

**Bangalore, India – September 9, 2010:** Infosys BPO, the business process outsourcing subsidiary of Infosys Technologies, today announced that it has won the CMO Asia Awards 2010 for Excellence in Branding & Marketing. This award recognizes organizations for their branding, client and employee level communication initiatives. Infosys BPO has been acknowledged for excellence in driving thought leadership and for showcasing a strong relationship with analysts, media and other key influencers.

Infosys BPO continued to add value to its clients by enhancing client efficiencies, end-customer experience, cost competitiveness and return on investments. The company's focus was on helping its clients look good in front their customers and other stakeholders. Infosys BPO added new clients, opened up new delivery centres and acquired McCamish Systems, emerging as a trusted partner.

Speaking about the award, Purnima Menon, Head, Marketing, Infosys BPO said, "We are delighted to have received this award, which resonates our commitment to marketing excellence. All our marketing initiatives are focussed on creating a differentiation in the market place, by driving thought leadership as well as supporting the sales engine. We continue to focus on enhancing stakeholder experience through innovative initiatives which will take Infosys BPO to the next level, in business leadership and customer delight."

CMO Asia Awards are awarded in partnership with the CMO Council and hosted by the World Brand Congress and recognize organizations for their branding, client and employee level communication initiatives. The awards are judged by an independent, hi-calibre jury of professionals from across Asia.

### **About CMO Asia Awards:**

The CMO Asia Awards are first of its kind accolades recognizing Organizations, Chief Marketing Officers, Professors from the Greatest B-Schools of Asia and HR Professional who have shown leadership in their respective fields combined with consistent Innovation and Strategic Marketing. The awards are judged by an independent, hi-caliber jury of professionals from across Asia in the following categories: Marketing Professional of the Year, Brand Excellence Award, Creative Professional of the Year, Media Professional of the Year, Lifetime Achievement Award, CEO of the Year, Agency of the Year, Campaign of the Year, Popular News Channel of the Year etc. The countries which are participating in the CMO Asia Awards are Australia, Bangladesh, China, Hong Kong, India, Indonesia, Malaysia, New Zealand, Oman, Philippines, Qatar, Sri Lanka, South Korea, Singapore, Saudi Arabia, Thailand, Taiwan, Turkey and UAE. CMO Council and Marketing Institute of Singapore are the Strategic Partners. The Wall Street Journal is the Official Business Newspaper.

### **About Infosys BPO:**

Infosys BPO Ltd. ([www.infosysbpo.com](http://www.infosysbpo.com)) the Business Process Outsourcing subsidiary of Infosys Technologies, was set up in April 2002. Infosys BPO focuses on integrated end-to-end outsourcing and delivers transformational benefits to its clients through reduced costs, ongoing productivity improvements, and process reengineering. Infosys BPO operates in India, the Czech Republic, China, the Philippines, Poland, Thailand, Mexico, USA and Brazil and as on June 30, 2010 employed approximately 18,600 people. It closed FY 2009-10 with revenues of \$352.1 million.

**About Infosys Technologies Ltd.**

Infosys (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. As on June 30, 2010, the Infosys group employed about 114,800 employees in over 50 offices worldwide. Infosys is part of the NASDAQ-100 Index and The Global Dow. For more information, visit [www.infosys.com](http://www.infosys.com).

**Infosys 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](http://www.sec.gov) including our Annual Report on Form 20-F for the year ended March 31, 2010, 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 more information, contact:**

Priscilla Thomas Infosys BPO Ltd, India Phone: +91 96865 67378 <a href="mailto:Priscilla_Thomas@infosys.com">Priscilla_Thomas@infosys.com</a>	Sunitha Guptha The Practice Phone: +91 93799 15372 <a href="mailto:sunitha@the-practice.net">sunitha@the-practice.net</a>
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