

## Infosys BPO Wins The Gold Award For Marketing Excellence At The ITSMA Awards 2012

**Bangalore, December 5, 2012:** Infosys BPO Ltd., today announced that it has won the Gold Award for Marketing Excellence in the category of 'Marketing with Social and Interactive Media' at the Information Technology Services Marketing Association (ITSMA) Awards 2012. Infosys BPO received the award during the ITSMA 2012 Annual Conference: Marketing's New Value Proposition, held at the Charles Hotel in Cambridge, MA, USA.

ITSMA, the leading marketing association for technology, communications, and professional services providers, recognizes best-in-class marketing programs with its annual marketing excellence awards. An international jury of marketing executives and experts selected the winners based on excellence in situation analysis, innovation, program execution, and business results.

Speaking about the award, Gautam Thakkar, Vice President and Unit Head – Enterprise Services, Infosys BPO said, "This prestigious award reiterates the fact that we have been able to create considerable value and brand equity with a highly focused campaign for our stakeholders in the social media space. We believe that innovation in the digital world, combined with seamless teamwork, will continue to garner significant results. We will continue to focus on such innovative initiatives that aim at creating a social media presence to drive and sustain community engagement."

The uniqueness of the initiative is that Infosys BPO created a novel community to enable discussions among the buy-side, the sell-side, and the influencer-side of the outsourcing community and the Infosys BPO leadership team. This was indicative of a spike in brand awareness and the brand proposition of 'optimize, transform and innovate' among the desired target audience.

"This was an innovative use of social media targeted at a difficult audience, with very successful results," said Dave Munn, President and CEO of ITSMA. "The program was well defined, the research was thorough and the execution was methodical. Infosys has developed a best practice."

### **About ITSMA**

ITSMA specializes in helping companies market and sell services and solutions more effectively. We work with the world's leading technology, communications, and professional services providers to generate increased demand, strengthen customer relationships, and improve brand differentiation. ITSMA annual program clients include business leaders such as AT&T, Cisco, Deloitte, EMC, Fujitsu, Hewlett-Packard, IBM, Microsoft, SAP, and Tata Consultancy Services, among others. Our comprehensive research, consulting, and training on topics including ITSMA Account Based Marketing<sup>SM</sup>, Brand Positioning, and Solutions Development provide the insight and experience companies need to improve business results. ITSMA is based near Boston, and has offices in London, Mumbai, and Tokyo. Learn more at [www.itsma.com](http://www.itsma.com).

### **About Infosys BPO**

Infosys BPO Ltd. ([www.infosysbpo.com](http://www.infosysbpo.com)), the Business Process Outsourcing subsidiary of Infosys, 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, Poland, Mexico, Brazil, USA, China, the Philippines and Australia, and as

on September 30, 2012, employed 24,056 people. It closed FY 2011-12 with revenues of \$494.5 million.

**About Infosys**

Infosys partners with global enterprises to drive their innovation-led growth. That's why Forbes ranked Infosys 19 among the top 100 most innovative companies. As a leading provider of next-generation consulting, technology and outsourcing solutions, Infosys helps clients in more than 30 countries realize their goals. Visit [www.infosys.com](http://www.infosys.com) and see how Infosys (NASDAQ: INFY), with its 150,000+ people, is Building Tomorrow's Enterprise® today.

**Infosys Safe Harbor**

Certain statements in this release 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, 2012 and on Form 6-K for the quarters ended December 31, 2011, June 30, 2012 and September 30, 2012. These filings are available at [www.sec.gov](http://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.

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