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January 23, 2013

Dear Sirs/Madam,

Sub: Press Release

Please find attached the press release titled

"Infosys Launches AssistEdge, the First Integrated Cross-Channel Product for Contact Centers to Transform Customer Service Experience"

This is for your information and records.

Yours sincerely,

For Infosys Limited

N R Ravikrishnan
Company Secretary

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PRESS RELEASE

Infosys Launches AssistEdge, the First Integrated Cross-Channel Product for Contact Centers to Transform Customer Service Experience

Bangalore, London, New York, January 23rd, 2013: Infosys today announced the launch of **AssistEdge**, a unique product that transforms contact centers to deliver an integrated and seamless cross-channel experience to its customers. The product's distinctive context-passing capability, patented self-care technology and intuitive dashboard helps enhance customer experience and boost agent productivity, both of which are persistent challenges for the call center industry.

According to various industry reports, customers say that having to repeat their problems as their query is passed across multiple agents, is the most frustrating aspect of dealing with contact centers. This is further magnified when switching across traditional and new media channels. Using an innovative context-passing capability, AssistEdge integrates the customer history from various channels and presents it to a call center agent within a single window dashboard. This distinct capability enables faster query resolution and helps companies significantly reduce average call handling time.

AssistEdge empowers customers to resolve issues by themselves through a powerful self-care engine. Equipped with interactive text, visual and video troubleshooting mechanisms, it also offers recommendations from relevant social forums and communities for peer-to-peer assistance. This helps significantly reduce contact center call volumes.

AssistEdge incorporates an intelligent routing algorithm which analyzes and directs queries requiring expert assistance, in real-time, to the right expert based on parameters such as skill, geography, priority, and workload. This aids faster call resolution, along with a better understanding of customer's interaction history and social preferences, creating opportunities for greater cross-sell and up-sell.

Early deployment at a Fortune 500 company has delivered

- faster query resolution reducing average call handling time by up to 50 per cent
- reduced contact center call volumes by as much as 25 per cent
- estimated annual savings of over 25 percent
- payback in less than three months

AssistEdge is available both on-premise and on a hosted private cloud.

Sanjay Purohit, Senior Vice President and Global Head – Products, Platforms and Solutions for Infosys, unveiled the product at the 8th Annual IQPC Call Center Summit 2013 in Orlando, Florida. Mr. Purohit said, "Customers not only expect quick service but also want companies to know them intimately. Customer service experience management is also gaining significant importance with the increasing influence of new media. With our unique context passing capability and patented self-care technology we are enabling companies to bring an integrated, cross-channel and personalized experience to their customers. The launch of AssistEdge further accelerates our strategy to bring innovative products that help our clients transform their businesses for tomorrow."

For Infosys Limited

N. R. Raviktishnan
Company Secretary

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PRESS RELEASE

In the case of **Openreach, a BT Group Company**, using AssistEdge has shown a quantum jump in advisor productivity and seamless experience for customers across channels. **Colin Buchanan, Director – Service Management Business Operations and Transformation, Openreach** said, "We're always looking for ways to improve service for our customers by simplifying the systems that our people use. Advisers have to access multiple systems using different navigation processes - all in the course of one job. Infosys AssistEdge helped us simplify the work by delivering a single interface for our people and making it easier for our advisors to navigate the systems. Our advisors are now able to complete calls quicker with fewer transfers. The deployment of the new product has helped us improve the experience for customers and users and was achieved in a very short period of time".

For more information, please refer to – www.infosys.com/assistedge

About Infosys
Infosys partners with global enterprises to drive their innovation-led growth. That's why Forbes ranked Infosys 19th 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 and see how Infosys (NYSE: INFY), with its 150,000+ people, is Building Tomorrow's Enterprise® today.

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 quarter ended December 31, 2011, June 30, 2012 and September 30, 2012. 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.

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