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September 16, 2014

Dear Sirs/Madam,

Sub: Press Release

Please find attached the press release titled "**Japan's Muji Personalizes Shopping Experience for Millions of Customers with Infosys InteractEdge**".

This is for your information and records.

Yours sincerely,

For **Infosys Limited**

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Authorized Signatory

Japan's Muji Personalizes Shopping Experience for Millions of Customers with Infosys InteractEdge

New cloud-based platform from Infosys to strengthen customer loyalty and boost revenues

Bangalore & Tokyo – Sept 16, 2014: Infosys, a global leader in technology, consulting and outsourcing, is enabling Muji, a leading retailer in Japan to deliver a superior shopping experience through real-time insights into the buying behavior of its customers. With nearly 600 retail stores and a strong online presence, Muji deployed InteractEdge from Infosys to generate higher sales through personalized product recommendations for over two million registered customers. Better understanding of customer preferences will also help the retailer cross-sell and up-sell products and build new revenue streams.

InteractEdge helps brands and enterprises enhance their customer experience across all digital touch points. The platform offers capabilities across content creation and management, democratization of access to content, personalized recommendation of content, and finally, transaction capabilities from anywhere and by anyone.

Highlights:

- Based on Big Data analytics and advanced machine-learning algorithms, InteractEdge facilitates real-time and context specific recommendations
- The platform processes information from a multitude of catalogues featuring 150,000 products. It processes over two terabytes of transaction and clickstream data across customer interactions to deliver these recommendations
- Customers receive these suggestions through multiple channels including Muji.net and Muji Passport mobile app and Emails
- With a scalable services-based architecture , the platform easily integrates with existing internal and external systems at Muji

Quotes:

Takashi Okutani, General Manager, WEB Business Division, Ryohin Keikaku CO., LTD. (Muji)

"With the introduction of Muji Passport, we are now able to collect customer's purchase trends and activity data including offline store data. In today's omni-channel age, we were looking for a tool which would centrally manage data from both, Internet and physical stores and become a part of our marketing automation strategy that aims to serve our customers better. We decided to use the personalized recommendation tool proposed by Infosys with its excellent algorithm and accuracy. This implementation has enabled us to provide automatic recommendation of products via Muji Passport to customers who don't have access to the online store, based on their purchase history in physical stores and across the

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omni-channel environment. We deeply appreciate Infosys, who has developed and implemented such an innovative system for the retail industry. Together with Infosys, we will continue to evolve this innovation to a more advanced stage. As a leading company in omni-channel age, we shall continue to provide the best information to the customers and deepen our mutual understanding."

Sanjay Purohit, Chief Executive Officer and Managing Director, EdgeVerve Systems (an Infosys company)

"Muji is shaping the future of retail in dynamically transforming markets like Japan. They are using advanced analytics to better understand what their customers need and deliver it quickly. By integrating its e-commerce roadmap with InteractEdge, Muji can capture greater market share and make shopping a pleasure for its customers."

About Ryohin Keikaku Co., Ltd. (MUJI)

MUJI was started in 1980 as a private brand of SEIYU, by Ryohin Keikaku, which was established in 1989.Currently, Ryohin Keikaku has 269 stores and provides its products to 116 shops in Japan, and has 255 stores in 24 countries/regions of the world (as of Feb, 2014).
Visit **http://www.muji.com/**

About Infosys

Infosys is a global leader in consulting, technology and outsourcing solutions. We enable clients, in more than 30 countries, to stay a step ahead of emerging business trends and outperform the competition. We help them transform and thrive in a changing world by co-creating breakthrough solutions that combine strategic insights and execution excellence. Visit www.infosys.com to see how Infosys (NYSE: INFY), with US$8.25 B in annual revenues and 160,000+ employees, is Building Tomorrow's Enterprise® today.

Safe Harbor

Certain statements in this release concerning our future growth prospects are forward-looking statements regarding our future business expectations intended to qualify for the 'safe harbor' under the Private Securities Litigation Reform Act of 1995, 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, 2014 and on Form 6-K for the quarter ended June 30, 2014. 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. In addition, please note that the date of this press release is mentioned at the beginning of the release, and any forward-looking statements contained herein are based on assumptions that we believe to be



reasonable as of this date. 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 unless it is required by law.

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