

TO ALL STOCK EXCHANGES

**BSE LIMITED
NATIONAL STOCK EXCHANGE OF INDIA LIMITED
NEW YORK STOCK EXCHANGE**

November 11, 2020

Dear Sir/ Madam,

Sub: Press Release

Please find enclosed the press release titled '**Infosys Wins Two Diamond Awards at ITSMA's 23rd Annual Marketing Excellence Awards 2020**' for your information and records.

This information will also be hosted on the Company's website, at www.infosys.com.

Thanking you,

Yours Sincerely,
For **Infosys Limited**



A.G.S. Manikantha
Company Secretary

Infosys Wins Two Diamond Awards at ITSMA's 23rd Annual Marketing Excellence Awards 2020

Bengaluru, India – November 11, 2020: [Infosys](#) (NYSE: INFY), the global leader in next-generation digital services and consulting, today announced that it has won the Diamond award—the highest category of recognition—at Information Technology Services Marketing Association's (ITSMA) 23rd Annual Marketing Excellence Awards Program. Infosys was awarded in the category of 'Driving Strategic Growth', for building and scaling Big Bet Campaigns and 'Scaling and Optimizing Account-Based Marketing'.

The ITSMA Award honors marketing programs and campaigns globally that have delivered superior performance in the four most important aspects of marketing success: customer focus, innovation, execution, and business impact.

This recognition serves as a testament to the three key pillars strategy underpinning Infosys' ABM program, to personalize the vision, revolutionize the experience, and humanize relationships. Infosys introduced the 'Big Bet Campaigns' in response to its digital strategy of helping clients navigate their next. This was executed through an integrated, multi-channel, 'always-on' campaign to drive digital growth for Infosys.

Dave Munn, CEO of ITSMA, said, "Infosys was a big winner this year with two Diamond Awards. One for their development of a high impact ABM program that really stood out among the submissions. They've focused on all the right things in building and deepening relationships for mutual value with their key clients. Infosys' second award landed in the Driving Strategic Growth category for their Big Bets Campaigns that was lauded by our judges for its meticulous approach, underpinned by data and insight, and executed through well orchestrated content and Innovative concepts. Congratulations to the entire team for both awards."

Sumit Virmani, Chief Marketing Officer, Infosys, said, "The core building blocks of high impact B2B marketing programs demand contextual communication that anticipates client needs and is complemented by real time market intelligence and deep analytics to personalize the value proposition. We are delighted that ITSMA Marketing Excellence Awards have recognized this approach for two of our strategic programs - Account Based Marketing and Big Bet Campaigns driving strategic growth - as benchmark B2B marketing initiatives in the category".

About Infosys

Infosys is a global leader in next-generation digital services and consulting. We enable clients in 46 countries to navigate their digital transformation. With nearly four decades of experience in managing the



systems and workings of global enterprises, we expertly steer our clients through their digital journey. We do it by enabling the enterprise with an AI-powered core that helps prioritize the execution of change. We also empower the business with agile digital at scale to deliver unprecedented levels of performance and customer delight. Our always-on learning agenda drives their continuous improvement through building and transferring digital skills, expertise, and ideas from our innovation ecosystem.

Visit www.infosys.com to see how Infosys (NYSE: INFY) can help your enterprise navigate your next.

Safe Harbor

Certain statements in this release concerning our future growth prospects, financial expectations and plans for navigating the COVID-19 impact on our employees, clients and stakeholders are forward-looking statements 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 COVID-19 and the effects of government and other measures seeking to contain its spread, risks related to an economic downturn or recession in India, the United States and other countries around the world, changes in political, business, and economic conditions, 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, unauthorized use of our intellectual property and general economic conditions affecting our industry and the outcome of pending litigation and government investigation. 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, 2020. 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 unless it is required by law.

For more information, please contact PR_Global@Infosys.com