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January 25, 2013

Dear Sirs/Madam,

Sub: Press Release

Please find attached the press release titled

"Make digital marketing a strategic priority:Key finding of new study from Infosys and EBG"

This is for your information and records.

Yours sincerely,

For Infosys Limited

N R Ravikrishnan
Company Secretary

Infosys®

PRESS RELEASE

Make digital marketing a strategic priority: Key finding of new study from Infosys and EBG

Report reveals organizations focused on digital governance, new organizational structures and talent management

Paris, January 25, 2013: Digital marketing is firmly established within the business strategies of the majority of global organizations, with rising budgets and increased importance of multi-channel marketing driving impacts across the enterprise. These are the key findings of an in-depth report, "Unlocking Business Value from Digital Marketing" in France, by Infosys, a global leader in consulting and technology, and EBG, a professional community of business active in industry, services, media, marketing, telecommunications and IT sectors.

The study of around 100 digital marketing executives also found that digital marketing in France is driving a more sophisticated approach to customer relationship management, with segmentation of different communities being used to drive targeted campaigns.

Key findings of the study include:

- Strategic Management
  - 93% of companies surveyed have already integrated their e-marketing strategy into their business strategy and, 89% of brands surveyed have an e-commerce platform
  - In the last two years, online marketing budgets have increased by 8%, compared to a 6% reduction in offline marketing

- Organizational Design
  - In over half (56%) of the companies surveyed the marketing function reports directly to the CEO
  - Over two thirds (67%) have appointed a digital marketing executive

- Customer Relationship Management
  - 85% of companies have implemented some kind of customer segmentation activity
  - Analytics tools to provide a complete 360 degree view of the customer are planned for many industries; currently the lowest level of adoption is in the banking and insurance sector
  - Currently, 53% of companies manage social media communities while a third are currently looking to address this

- Multi-Channel
  - Some two-thirds of companies surveyed are already equipped with tools to manage campaigns across multiple channels.
  - Multi-channel marketing varies significantly by industry, with only 29% of banking and insurance companies having a multi-channel strategy compared to 86% of companies in services, leisure, tourism and hospitality

- Recruitment
  - Around half of the companies surveyed recruited people into their digital teams in the last year, with many looking to continue recruitment in the coming year
  -

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- HR policies are being introduced to retain and motivate these staff, with many companies concerned about losing strategically important people

Quotes from survey participants:

- Rémy Merckx, Vice-President Sales & Distribution, Accor:
"General management's sponsorship of digital technology is an incredible strength, particularly in terms of image vis-à-vis the teams."

- Stéphane Charbonneau, Head of Digital and Business Solutions at Europ Assistance:
"Digital technology is not just a simple e-commerce sales channel, but a medium in its own right that must be a prominent part of the company's strategy."

- Julien Zakoian, Marketing Director Europe of Vente-privee.com:
"The increase in digital and mobile media is moving sales away from a store-centric model – which involves doing everything possible to bring customers in-store and seduce them – to a consumer-centric ecosystem. The consumer is now at the centre of the media relationship with the brand or company."

- Benoît Torloting, Director of Réseau Clubs Bouygues Télécom:
"The digital function must be grasped from above. If it is too diluted, it cannot emerge in the company. A happy medium must be found between the need to have a very specific centre of expertise and knowledge, and the need to bring together these skills to make them work cross-functionally with the other departments."

- Sophier Heller, Vice-President Marketing and Communications France, ING Direct:
"Integrating digital technology into an overall strategy by setting specific targets and consistent KPIs is one of the key success factors."

Supporting Resources
- Explore the study
- Blog posts
- Diageo case study

-End-

About EBG
The Electronic Business Group is comprised of 550 companies and 120,000 professionals; 4,000 of whom have VIP status, meaning that they are CEOs, chairmen, managing directors, departmental directors and/or members of executive committees. The EBG is the most important business network centred on the digital economy in France, and its members include all of the companies listed on the CAC 40 and 97% of those listed on the SBF 120.

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

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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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