

## Infosys BPO Launches Enhanced Sales and Fulfillment Outsourcing Services

*Infosys Provides Industry-specific Sales Support and Order Fulfillment Operations*

**Bangalore, India – May 10, 2010:** Infosys BPO, the business process outsourcing subsidiary of Infosys Technologies, has launched an enhanced offering in the areas of sales support and fulfillment operations.

The service offering is unique in its ability to impact not just general and administrative costs as most BPO service offerings do, but also cost of goods sold, thereby building the inherent competitive position of an organization. Importantly, the sales support service favorably impacts the organization's revenue by influencing key metrics such as revenue assurance and revenue recognition.

The sales support suite of services will reduce the amount of time spent by sales organizations in non-value adding administrative tasks, thereby freeing up time and enhancing productivity. The suite of services includes lead qualification, customer profiling, quoting, pricing, service revenue assurance and channel partner support.

The fulfillment operations suite of services is designed to optimize and drive efficiency in the supply chain operations of an organization. The portfolio includes multi-industry services including order management, demand planning, replenishment planning, inventory management, forward and reverse logistics support.

Karen Wilder, Senior Manager, Supply Chain Field Operations, Cisco, said, "The Infosys team has been a great partner in working with us to define and evolve our support model for the Reverse Logistics supply chain, helping us to achieve best-in-class in this space. Working with Infosys, we are now able to deliver a quality and enhanced experience to our customers for their product returns while supporting our own internal business goals."

Explaining the rationale behind the enhancement in the sales and fulfillment service offering, Rajiv Raghunandan, Practice Head, Sales and Fulfillment, Infosys BPO, said, "Despite the economic recovery that we are seeing across industries today, the downturn over the past year has forced businesses to evaluate every aspect of their portfolio and the associated operating model. This evaluation has not just been about cost reduction, but about innovatively leveraging outsourcing to protect revenue, grow revenue and positively influence the cost of revenue. We believe that this context makes our sales and fulfillment offering relevant and meaningful to a diverse set of stakeholders in a global business across sales, marketing, supply chain, logistics and customer services."

The sales and fulfillment practice currently accounts for close to 20% of Infosys BPO's revenues through the services offered to client groups, including multiple Fortune 500 companies across geographies and industry verticals. The practice seeks to add more clients in the sales and fulfillment services stream in 2010 with this unique set of service offerings.

### **About Infosys BPO:**

Infosys BPO Ltd. ([www.infosys.com/bpo](http://www.infosys.com/bpo)), the Business Process Outsourcing subsidiary of Infosys Technologies, 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, China, the Philippines, Poland, Thailand, Mexico, USA and Brazil and employs approximately 18,610 people as on March 31, 2010. It closed FY 2009-10 with revenues of \$352.1 million.

**About Infosys Technologies Ltd.**

Infosys (NASDAQ: INFY) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a Flat World. These solutions focus on providing strategic differentiation and operational superiority to clients. Infosys seeks to assure clients of a transparent business partner, world-class processes, speed of execution and the power to stretch their IT budget by leveraging the Global Delivery Model that Infosys pioneered. As of March 31, 2010, Infosys had approximately 113,800 employees in over 50 offices worldwide. Infosys is part of the NASDAQ-100 Index and The Global Dow. For more information, visit [www.infosys.com](http://www.infosys.com).

**Infosys Safe Harbor**

Statements in connection with this release may include forward-looking statements within the meaning of US Securities laws intended to qualify for the "safe harbor" under the Private Securities Litigation Reform Act. These forward-looking statements are subject to risks and uncertainties including those described in our SEC filings available at [www.sec.gov](http://www.sec.gov) including our Annual Report on Form 20-F for the year ended March 31, 2010, and our other recent filings, and actual results may differ materially from those projected by forward-looking statements. We may make additional written and oral forward-looking statements but do not undertake, and disclaim any obligation, to update them.

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