

# OSG Corp., Japan Selects Infosys CommerceEdge To Transform Its e-Commerce Portal

New platform to deliver superior customer experience and lower costs by up to 40%

**Bangalore, Tokyo, London, New York - December 14, 2012:** OSG Corporation., one of Japan's leading cutting tool manufacturers, today announced that it has selected Infosys CommerceEdge to transform its legacy e-Commerce platform. The new digital commerce platform will provide OSG with a robust merchandizing support and offers a range of tools to engage with their customers through online and mobile channels. The Cloud-based platform will reduce operating costs by up to 40% as compared to other available systems.

Infosys CommerceEdge will allow OSG to have better visibility and control over their inventory and pricing. This social commerce platform will provide each customer a personalized online transaction experience. The advanced analytical features of the platform will help OSG get real-time visibility into customer buying behavior and patterns to drive more effective marketing campaigns

The new social commerce platform is key to OSG's global expansion plans. CommerceEdge comes equipped with pre-built accelerators and integrators and is capable of multi-language support. This makes it easy and cost-effective to roll out in new geographies. In the first phase of deployment, the platform will support OSG's customers in Japan, with plans in place to extend support to its customers across South East Asia and Europe.

"Our e-Commerce portal is one of the centerpieces of our business. That's why Infosys CommerceEdge is such a valuable tool for us. This innovative platform gives us both the flexibility and functionality we need to make it easier for our customers to do business with us," **Koji Sonobe, Managing Director, OSG Corp.**, said. "Better still is the fact that Infosys hosts and manages the CommerceEdge platform. So there are no incremental investments for OSG."

"OSG made the right choice when it selected Infosys CommerceEdge to transform their eCommerce initiative," **Samson David, Vice President and Head of Business Platforms, Infosys,** said. "Digital commerce is becoming increasingly critical to manufacturing companies such as OSG. Infosys with its suite of innovative products and platforms is playing an important role in helping manufacturing companies in Japan and elsewhere engage with their digital consumers more effectively."

## About OSG

OSG Corporation is a comprehensive cutting tool manufacturer specialized in the manufacture and sales of taps, end mills, drills and rolling dies. In its mainstay area of taps and threading tools, it holds the world's largest market share. Since the Company's foundation in 1938, it has consistently focused on offering products of high added value by combining a proactive response to customer needs with high-grade manufacturing capabilities. This philosophy is the corporate DNA of OSG, and a key driver of our global business operations and development of world-leading products in the area of cutting tools.

## 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<sup>®</sup> today.





### Safe Harbor

Certain statements in this release concerning our future growth prospects are forwardlooking 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 quarters 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 forwardlooking 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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