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## INFOSYS AND ATP PARTNERSHIP NETS FIVE AWARDS IN 2016

LONDON – The ATP and Infosys (NYSE: INFY), a global leader in consulting, technology, outsourcing and next-generation services, were awarded five marketing and innovation awards following the launch of a successful strategic technology partnership.

By leveraging the capabilities of the *Infosys Information Platform (IIP)* to create content such as *Beyond the Numbers*, a unique analytics series that deep dives into player performance and the ATP Stats LEADERBOARDS, a new statistical way to measure the best performing ATP World Tour players released earlier in the year, the partnership received awards in the following categories:

- *'Strategic Technology Partnership'* presented by Aecus Innovation, an award-winning European consulting firm that recognizes businesses that use innovation to create value for their customers by doing things differently.
- *'Best Corporate Film for the Infosys Information Platform solution for ATP at the Big Bang Awards, hosted by The Advertising Club, Bangalore, India. An award that promotes excellence in Communication and Media'*
- *Paragon awards in the category of 'Imagination: Rewarding creativity and entrepreneurial spirit in helping organizations future-proof businesses and better serve customers'* presented by Information Services Group (ISG), a leading technology insights, market intelligence and advisory services company.
- *'Masters of Marketing award in the Sponsorship and Partner Marketing category'* presented during the prestigious Festival of Marketing held in London.
- *'Next Generation Customer Experience'* presented by Constellation Research, a strategic advisory and futurist analyst firm based in Silicon Valley.

"We have been very fortunate to work with such an engaged and collaborative partner in Infosys," said Chris Kermode, ATP Executive Chairman & President. "The ATP World Tour always strives to innovate and Infosys has served as a catalyst to help us do so through their innovative statistical analysis and insight".

"Bringing leading edge technology to tennis is an opportunity to amplify human potential. We are helping ATP look at a tennis in new ways, giving players and coaches insight to elevate their performance, and using data to create insights that transform the fan experience. This recognition of our first year's work encourages us to continue on this journey to help everyone in the world of tennis see more and be more," said UB Pravin Rao, Chief Operating Officer, Infosys.

These awards represent the success of the ATP-Infosys technology partnership which continues to deliver new and exciting insights into the game. For instance, the new Live Commentary feed which was launched in time for the 2016 Barclays ATP World Tour Finals and provides live insights to fans who follow live scores on the official tournament website [www.BarclaysATPWorldTourFinals.com](http://www.BarclaysATPWorldTourFinals.com).

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**About The ATP**

The ATP is the governing body of the men's professional tennis circuits - the ATP World Tour, the ATP Challenger Tour and the ATP Champions Tour. With 62 tournaments in 32 countries, the ATP World Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2016 ATP World Tour will battle for prestigious titles and Emirates ATP Rankings points at ATP World Tour Masters 1000, 500 and 250 events, as well as Grand Slams (non ATP events). At the end of the season only the world's top 8 qualified singles players and doubles teams will qualify to compete for the last title of the season at the Barclays ATP World Tour Finals. Held at The O2 in London, the event will officially crown the 2016 ATP World Tour No.1 presented by Emirates. For more information, please visit [www.ATPWorldTour.com](http://www.ATPWorldTour.com).

**About Infosys**

Infosys is a global leader in technology services and consulting. We enable clients in more than 50 countries to create and execute strategies for their digital transformation. From engineering to application development, knowledge management and business process management, we help our clients find the right problems to solve, and to solve these effectively. Our team of 199,000+ innovators, across the globe, is differentiated by the imagination, knowledge and experience, across industries and technologies that we bring to every project we undertake.

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