

Brand Extension: Infosys Company

1

Brand Introduction & Definition



Leveraging existing brand to introduce new service offerings in related markets

Infosys Expansion

into new technology sectors to

- Leveraging Infosys' established brand credibility for seamless market entry

2

Market Appeal & Emerging Trends

- Growing demand for digital transformation
- Rise of AI and automation
- Expanding cloud computing services

Seizing early market opportunities in the evolving tech landscape



3

Sustainability & Innovation Alignment

- Pursuing renewable energy solutions
- Driving green technology innovation
- Supporting sustainability initiatives
- Aligning with global sustainability standards and client expectations



4

For Investors:

- Revenue growth potential
- Diversification into booming industries

For Clients:

- Comprehensive digital solutions
- Long-term partnerships



- Reustod industry leadership:

Reinforcing Infosys' position as a trusted and Innovative partner



References:

1. Infosys Annual Report 2024-25. Infosys Limited. (2024). Infosys Annual Report 2024-25.
2. Infosys Annual Report 2023. Infosys Limited. (2023). Infosys Annual Report 2023.
3. Infosys Sustainability Report 2022-23. Infosys Limited. (2023). Infosys ESG Report 2022-23.