

Infosys Limited is an Indian IT-enabled company providing business consulting, software-based and business process management services. Infosys' majority clients are based out of North America and Europe. It is headquartered in Bangalore, India and majority of its development centres are also present in India. Infosys recorded a 17 % growth in revenue in 2016.

Infosys was established by 7 engineers in Pune, India with an initial capital of \$250 in 1981. It was registered as Infosys Consultants Private Limited on July 2, 1981. In 1983, it relocated its office to Bengaluru, Karnataka, India.



It provides software development, maintenance and independent validation services to companies in finance, insurance, manufacturing and other domains.

One of its known products is Finacle which is a universal banking solution with various modules for retail & corporate banking.

Over a period of time, the shareholding of its promoters has gradually reduced, starting from June 1993 when its shares were first listed on stock exchange. The promoters holdings reduced further with Employees Stock Options Schemes and listing of ADRs in 1999.

The promoter holding on 31 March 2002 was 28.72% and at 30 Jun 2017 it dropped to 12.75% as they gradually sold their shares and reduced involvement in active management of the company.

SWOT analysis of Infosys

Strength: **_Cost advantage due to a presence in India:** Majority of Infosys' 119 development centres are present in India, which gives it high-quality technical talent at a great cost advantage considering the fact that wage costs have been significantly lower in India than the developed parts of the world.

The strong partnership network of Infosys with IBM, Amazon and HP allows Infosys to deliver innovative and collaborative solutions.

Weaknesses: **_Dependent on Limited markets:** Infosys has concentrated operations majorly based out of the America and Europe. Together, North America and Europe constitute over 80% of the company's revenue. This makes the company susceptible to instability and uneven growth.

(Note: Not covering growing markets and High Attrition rate are also affecting the company.)

Opportunities: **_Invest in young technology companies:** Infosys has been identifying potential and investing heavily in early stage technology companies. For instance, investments in Trifacta, a data wrangling software company and Waterline Data Science in the year 2016. Infosys should continue making investments in such companies as it provides the competitive technological advantage to Infosys.

Threats: **_Rising wage inflation in India:** For companies like Infosys, lower wage cost is a great competitive advantage, but there is a pressure of rising wages in India as well. Infosys has also had to abide by wage inflation to retain its technical staff. Such measures affect the operating margins for the company.

Intense competition: The IT services industry is a highly competitive industry. It is competing with large corporation like Accenture, tcs and capgemini. Hence it is passing through tough times.

Current status of Infosys

Infosys, India's second largest technology services company, quietly reached a significant landmark by the third quarter of this fiscal — it had 116 more women than men at its Mysore training campus.

Across technology services companies, the challenge of creating an equal number of men and women in the workforce is past level one and in not too long a span. From less than 20% of the workforce being women around 2008, most companies today — including Infosys, Wipro, Mindtree, SAP, Accenture and Capgemini — report about half the entry-level recruits being women.

Bengaluru: Global software major Infosys on Friday reported consolidated net profit of Rs 5,129 crore for the third quarter of fiscal 2017-18, registering 38.3 percent record annual growth from Rs 3,708 crore in the like period a year ago.

Sequentially too, net profit increased 37.6 percent from Rs 3,726 crore quarter ago. In a regulatory filing on the BSE, the IT major said consolidated revenue, however, grew 3 percent annually to Rs 17,794 crore for the quarter under review (Q3) from Rs 17,273 crore in the same period year ago. Sequentially too, revenue growth was flat (1 percent) from Rs 17,657 crore quarter ago. ([Zee News](#))

Under the International Financial Reporting Standard (IFRS), or in dollar terms, net income shot up 45 percent annually to \$796 million in Q3 from \$547 million in the like period year ago and 37.6 sequentially from Rs 578 crore a quarter ago.

Consolidated revenue, however, grew 8 percent annually to \$2,755 million from \$2,551 million in the like period year ago but remained flat (1 percent) sequentially from \$2,728 million a quarter ago. ([ET news](#))

Infosys' Lobo acknowledges challenges and moots a long-term perspective. "A career is a 30 year-plus association and we can't take a short term view of it due to pauses because of marriage or children." Infosys allows nine days a month to work from home , besides a focus on encouraging a return to work after maternity break. "Leadership takes time to happen. The focus continues on making a more collegial and safe working environment. We need more role models as well," says Lobo.

Nasscom's Gupta says, "Women need to ask, 'What next for me?' As men do." Shradhanjali Rao, head of human resources, SAP India, sees an "unconscious bias. Diversity, or the lack of it, is a result of people making decisions about employees. Often, these appear to favour certain demographic groups. This is often not intentional - our own unconscious biases cause us to have implicit ideas about what an ideal employee or leader looks like, and our decisions are made accordingly." Business leaders need information at the point of decision, enabling them to rely less on gut feel about whether people "look right for a job" and more on jobrelevant data, insights and intelligence. ([ET Magazines](#))

Conclusion: I think Companies need tools that allow them to attract, engage and harness the best talent available in an increasingly diverse market . Still it is competing with amazon or other big companies so it shall has to take firm decision. And at last it should tend to have more women in senior roles. At Accenture, globally, women accounted for almost one-third of promotions to managing director in 2017.