**INFOSYS ACQUIRES DIGITAL MARKETING AGENCY ‘ODDITY’**

Infosys announced a definitive agrrement for the acuirance of a german digital marketing agency ‘oddity’.Infosys itself being a global IT software and designing company ensured the raise in capability and strengthen the creativity ,branding and experience designs and capability of the Infosys. The stroke of the Infosys also helpful in demonstrating its commitment to co-create with the clients and help them navigate their digital transformation journey. Infosys is a global leader in next generation digital service and consulting .it enables clients in more than 50 countries to navigate their digital transformation. With over four decades of experience in managing the system and working of global enterprises .

Oddity is being acquired for 50 million euros which is approx 419 crore INR including earn out management incentives and bonuses. Oddity is one of the largest and independent digital agency of the germany with more than 300 digital experts located in Stuttgart,Berlin,Cologne,Belgrade,Sanghai and Taipei.

Enabling digital transformation for leading German omni-channel ,e-commerce retailers ,leading FMCG brands and global mobility providers ,oddity has a comprehensive service portfolio comprising digital first brand management and communication

, in-house production, and also includes virtual and augmented reality, experience design and e-design commerce services across Europe and China.

As being part of the Infosys’s digital experience and design , oddity will be the part of the woongdoody’s network of studio across Seattle ,Los Angeles , New York,Providence , Huston , and London , and design hubs in five cities of India.The expected date for the acquisition is expected to close during the first quarter of fiscal 2023 ,{April 2022} , subject to the customary closing conditions and the amount invested is not disclosed by both the firm.

Wongdoody has been acquired earlier by Infosys ,which offers creative and marketing services , and Infosys opined that Oddity will help global CMOs and business thrive in a digital commerce world with complementaryskills and expertise.

**Ravi kumar S, president , Infosys , said** , ‘‘ we find ourselves at the cusp of the next generation of the internet , the merging of the physical and virtual worlds.With this vision we are excited to strengthen our experience and marketing skill with oddity , to deliver forward thinking , holistic solution at global scale. With oddity’s digital commerce and marketing knowledge as well as its metaverse ready set-up , it is perfect compliment to Infosys prowess in technological transformation.’’

Oddity founder **Frank Boenger , Mark Burkle , Simon Umbreit and Christian Golz , said :**

The future of the better human centred marketing lies in the symbiosis of creativity and technology . this is where we see the opportunity for a unique differentiation together with Infosys and WONGDOODY. We are ambitious to further development of our service jointly and are proud to become part of one of the world’s most respected digital tech company.

**Ben wiener , CEO , wongdoody { company under Infosys },** stated that : ‘’ meeting oddity was like meeting a long-last twin. We share the same values and vision around the power of creativity to accelerate the digital transformation for our clients , while recognizing that its our people and culture that drive our success . we are united in our shared belief that digital transformation is at its best when it is consistently approached from a people-based , needs centred perspective.’’