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# Hughes Hubbard & Reed

## Firm Assists Infosys in Deal to Buy Blue Acorn iCi

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**October 9, 2020** — Hughes Hubbard is serving as legal advisor to global information technology leader Infosys in its pending acquisition of digital services and consulting agency Blue Acorn iCi.

Infosys announced on Oct. 8 that it signed an agreement to acquire Blue Acorn iCi for up to \$125 million. The acquisition is expected to close during the third fiscal quarter of 2021.

Infosys said the move will strengthen the company's overall end-to-end customer experience offerings.

"The Blue Acorn iCi acquisition is another important milestone in Infosys' journey to build capabilities relevant to the digital priorities of our clients and reaffirms our commitment to the Adobe ecosystem," said Ravi Kumar, president of Infosys. "We are excited to welcome Blue Acorn iCi and its leadership team into the Infosys family."

HHR is also advising Infosys in its acquisition of product design and development company Kaleidoscope Innovation, which is expected to close in the second fiscal quarter of 2021. Earlier this year, HHR advised Infosys in its acquisition of Simplus, one of the fastest-growing salesforce implementation service providers in the U.S. and Australia.

Established in 1981 and headquartered in Bangalore, India, Infosys enables clients in 46 countries to navigate their digital transformation with an AI-powered core that helps prioritize the execution of change.

Blue Acorn iCi was founded in 2019 when Blue Acorn, a digital commerce UX design and strategy agency, merged with data-driven marketing solutions provider iCiDigital. The combined entity is the leading independent digital customer experience company, with a 300-person team of world-class engineers, data scientists, digital

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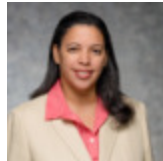
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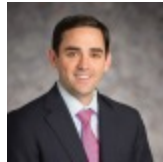
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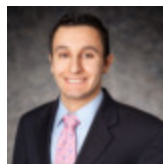
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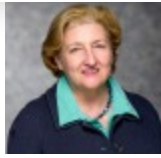


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