



January 23, 2019

The Manager- Listing
BSE Limited
(BSE: 507685)

The Manager- Listing
National Stock Exchange of India Limited,
(NSE: WIPRO)

The Market Operations,
NYSE: New York
(NYSE: WIT)

Dear Sir/Madam,

Sub: Press Release

We are enclosing a copy of Press Release which is being released today.

For WIPRO LIMITED

G Kothandaraman

**G Kothandaraman
General Manager- Finance**



Registered Office:

Wipro Limited
Doddakannelli
Sarjapur Road
Bengaluru 560 035
India

T : +91 (80) 2844 0011
F : +91 (80) 2844 0054
E : info@wipro.com
W : wipro.com
C : L32102KA1945PLC020800





Wipro Rated a Leader in Digital Transformation in ITSMA Report

Report uncovers high regard for Wipro among enterprise executives embarking on digital transformation journeys

East Brunswick, New Jersey and Bangalore, India – January 23, 2019 – Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, has been rated highly as an enabler of digital transformation by executives from top global enterprises surveyed in a recent ITSMA report. Wipro was rated 'Strong' on the report's 'Overall Digital Transformation Brand Equity Index', based on the criteria of top-of-mind firm awareness, unaided awareness, aided awareness, familiarity and favorability.

The report titled 'Positioning for Digital Leadership: 2018 Digital Transformation Brand Tracking Study' was put together on the basis of interviews with more than 400 senior executives in IT and business transformation across 19 countries in Asia, Europe, North America and South America.

The findings of this report affirm how Wipro has successfully evolved from a traditional consulting and information technology provider to an innovation partner for industry-leading companies across the world. Some highlights from the report include:

- 69 percent said Wipro is a market leader in digital workplaces, 40-percent said Wipro is a market leader in artificial intelligence, and 45-percent said Wipro is a market leader in cybersecurity.
- 31 percent of respondents had purchased services from Wipro in the last two years.
- 40 percent of respondents listed Wipro when naming the top digital transformation solutions. 7.4 percent said the company came to mind first.

"ITSMA's findings highlight the incredible transformation that our enterprise clients have seen as our team helps them adapt to a new digital world," said **Rajan Kohli, President-Wipro Digital**. "We will continue to grow by building new partnerships and designing innovative solutions that are intuitive and human-centered."

Here are some insights from the report on the current state of digital transformation leadership:

- Nearly all large enterprises and 75 percent of mid-size enterprises in North America, Europe, India, Australia, and Brazil have advanced beyond the testing/piloting stage for digital transformation services and solutions.
- The most important brand attributes for digital transformation solution providers are: 'works collaboratively with enterprises', 'easy to work with', 'flexible', 'responsive', and 'understands unique business needs'.



- Market leaders are emerging for digital workplace/mobility and collaboration solutions, but none have established leadership positions in artificial intelligence and cognitive computing, cybersecurity, data analytics/big data, process automation/robotics, and cloud services.
- The biggest digital transformation challenges that executives face are budget, change management, and new technology.

“Wipro was one of the big winners in our study. They’ve done an excellent job building awareness and familiarity of their digital services and solutions over the last few years and it showed in the results,” said **David Munn, President & CEO of Boston-based, ITSMA.**

To view the complete report, click [here](#).

About Wipro Limited

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 170,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

About Wipro Digital

Wipro Digital, the digital business unit of Wipro, collaborates and iterates with clients to deliver customer-centered digital transformation. Working at the intersection of strategy, design and technology, we derive insight, shape interaction, drive integration and unlock innovation for our clients. We apply Customer Journey Engineering to create extraordinary experiences for global brands, businesses and their customers at scale. Learn more at wiprodigital.com or @WiproDigital.

About ITSMA

For more than 20 years, ITSMA has led the way in defining, building, and inspiring B2B marketing excellence. With a dedicated focus on services and solutions for the connected economy, we provide our member community with insight, advice, and hands-on help to strengthen reputation, increase revenue, and deepen customer relationships. ITSMA pioneered Account-Based Marketing in 2003 and today offers a broad portfolio of ABM research, events, consulting, training, and coaching services. In 2017, ITSMA leaders Bev Burgess and Dave Munn co-authored the book, A Practitioner’s Guide to Account-Based Marketing. Learn more at www.itsma.com or follow the company on Twitter [@ITSMA_B2B](#).

Media Contact:

Prathibha Das
Wipro Limited
prathibha.das@wipro.com



Forward-looking and Cautionary Statements

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in our earnings, revenue and profits, our ability to generate and manage growth, intense competition in IT services, our ability to maintain our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which we make strategic investments, withdrawal of fiscal governmental incentives, political instability, war, legal restrictions on raising capital or acquiring companies outside India, unauthorized use of our intellectual property, and general economic conditions affecting our business and industry. Additional risks that could affect our future operating results are more fully described in our filings with the United States Securities and Exchange Commission. These filings are available at www.sec.gov. We may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. We do not undertake to update any forward-looking statement that may be made from time to time by us or on our behalf.

