



November 27, 2025

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

Please find attached herewith copy of the Press Release which is being released today.

Thanking you,

For Wipro Limited

**M Sanaulla Khan
Company Secretary**

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Wipro to Power Odido's Digital Future through AI-enabled End-to-End IT Modernization

The multi-year engagement marks a significant shift in Odido's IT strategy with Wipro bringing deep domain expertise, AI-powered delivery, and a design-led approach to drive innovation

AMSTERDAM | BENGALURU, India – Nov. 27, 2025: Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading AI-powered technology services and consulting company, today announced a multi-year engagement with Odido Netherlands B.V.* to transform its IT landscape and enhance customer experience across their enterprise and consumer segments.

By combining AI and deep consulting expertise, Wipro will help Odido improve customer engagement and satisfaction, improve productivity, and streamline operations to reduce costs. A key highlight of this multi-year engagement is the use of a self-funded model, where productivity-driven savings are reinvested to continuously fund new digital initiatives, ensuring that innovation remains both sustainable and scalable.

As part of the engagement, Wipro will lead a full-scale modernization of Odido's digital and enterprise technology landscape as well as drive IT simplification and automation. This transformation will be powered by Wipro's [WEGA](#) and [WINGS](#) AI delivery platforms, part of [Wipro Intelligence™](#), Wipro's unified suite of AI-powered platforms, solutions, and transformative offerings, and will enable Odido to build and manage a dynamic ecosystem of agent-driven services and solutions that will help improve their service reliability, IT operations, and incident resolution rates.

Additionally, Wipro's conversational AI chat solution will further enhance responsiveness and resilience across Odido's technology ecosystem by delivering contextualized, multilingual, and conversational self-service capabilities.

Wipro's experience-led studio model, powered by Designit, will be a central part of the engagement. By integrating Wipro's design studio with its development, design, and engineering teams, user and business needs will be captured early, seamlessly translating into solutions, and delivering with speed and excellence. This collaboration will help Odido accelerate time to market and consistently deliver high-quality digital experiences.

"At Odido, our goal is to make technology more human. Everything we do is driven by a human-centric approach. This applies not only to our network services and product innovations, but also to our processes, operations, and IT infrastructure," said **Robert Purdy, Chief IT Officer at Odido Netherlands**. "Our collaboration with Wipro supports this ambition and enables us to take the customer experience to a next level."

Graziella Neuvéglise, Managing Director, Western Europe, Wipro Limited, said, “Odido’s trust in Wipro reflects our ability to deliver strategic value through intelligent operations, agile development, and a future-ready IT strategy. This transformation is consulting-led, with our teams shaping the roadmap, optimizing processes, and aligning technology with business goals. By combining this expertise with Wipro Intelligence, our unified suite of AI-powered platforms, solutions, and transformative offerings - we’re not just modernizing Odido’s IT infrastructure - but reimagining how technology boosts businesses and puts customers at the heart of their evolution. This engagement underscores our commitment to delivering impactful solutions that help our clients thrive in a rapidly evolving business landscape.”

**This deal was mentioned in Wipro Limited's financial results announcement press release, dated October 16, 2025, for the quarter-ended September 30, 2025, with a description of Odido but without naming the company.*

About Wipro Limited

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading AI-powered technology services and consulting company focused on building innovative solutions that address clients’ most complex digital transformation needs. Leveraging our consulting-led approach and the Wipro Intelligence™ unified suite of AI-powered platforms, solutions and transformative offerings, we help clients realize their boldest ambitions and build intelligent, sustainable businesses. The Wipro Innovation Network— part of the Wipro Intelligence™ suite—underpins our commitment to client-centric co-innovation and co-creation by bringing together capabilities from the innovation labs and partner ecosystems, academia, and global tech communities. With over 230,000 employees and business partners across 65 countries, we deliver on the promise of helping our customers, colleagues, and communities thrive in an ever-changing world. For additional information, visit us at www.wipro.com.

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Forward-Looking Statements

The forward-looking statements contained herein represent Wipro’s beliefs regarding future events, many of which are by their nature, inherently uncertain and outside Wipro’s control. Such statements include, but are not limited to, statements regarding Wipro’s growth prospects, its future financial operating results, and its plans, expectations and intentions. Wipro cautions readers that the forward-looking statements contained herein are subject to risks and uncertainties that could cause actual results to differ materially from the results anticipated by such statements. Such risks and uncertainties include, but are not limited to, risks and uncertainties regarding fluctuations in our earnings, revenue and profits, our ability to generate and manage growth, complete proposed corporate actions, 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, including, but not limited to, Annual Reports on Form 20-F. 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.