



September 13, 2016

The Manager – Listing
BSE Limited
(BSE: 507685)

022 22723121

The Manager – Listing
National Stock Exchange of India Limited.
(NSE: WIPRO)

022 26598237

Dear Sir,

Subject: Marketing Press release

We are enclosing a marketing press release announcing that Wipro has been positioned as a Leader by technology global advisory research firm International Data Corporation (IDC) in its report 'IDC MarketScape Worldwide Life Science Sales and Marketing Digital Transformation Vendor Assessment'. This is a Marketing Initiative of Wipro Limited which does not attract disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirement), 2015 and is being sent to the Stock Exchanges for information.

For WIPRO LIMITED

**M Sanaulla Khan
Company Secretary**

Encl: As Above



Wipro Cited as a Leader in Worldwide Life Sciences Sales and Marketing Digital Transformation by International Data Corporation

Bangalore, India and East Brunswick, New Jersey, USA – September 13, 2016: Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company today announced that it has been positioned as a Leader by technology global advisory research firm International Data Corporation (IDC) in its report 'IDC MarketScape Worldwide Life Science Sales and Marketing Digital Transformation Vendor Assessment' ([doc #US40510716, July 2016](#)).

IDC evaluated 13 prominent consulting and service providers in the area of digital transformation in life sciences sales and marketing, including those that transform sales and marketing operating models, leadership, work sources and collaboration, omni-channel optimization, and new ways of collecting, aggregating, and analysing digital information. The report describes successful vendors as companies “demonstrating deep, proven industry-specific expertise, with a strong book of references, proven understanding of industry regulations and compliance standards, and willingness to provide dedicated resources onsite on an ongoing basis across sequential digital projects to maintain acquired best practices.”

The report notes that Wipro has received customer appreciation for its life sciences industry expertise, account management and technical capabilities. It also states that the company has extensive experience with life sciences establishments, over 10,000 dedicated life sciences employees and multiple delivery centers across four continents - US, Europe, Australia and Asia.

Elaborating on Wipro's vision for Healthcare & Life Sciences, **Jeffery Heenan Jalil, Senior Vice President, Healthcare, Life Sciences & Services, Wipro Limited** said, “The recognition by IDC is a testament to our expertise and investments in remodelling care delivery for our clients for a common good: improving the health and lives of individuals and the wellness of entire populations. Healthcare, today is fragmented, reactive, unintelligent and disconnected. We believe there is considerable scope to improve healthcare through increasing patient engagement and quality of care, reducing costs, and improving the patient experience and clinical research effectiveness.”

About Wipro Limited.

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading information technology, consulting and business process services company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of “Business through Technology.” By combining digital strategy, customer centric design, advanced analytics and product engineering approach, Wipro helps its clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, Wipro has a dedicated workforce of over 170,000, serving clients across 6 continents. For more information, please visit www.wipro.com

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360 degree assessment of the strengths and weaknesses of current and prospective vendors.

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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.