



May 25, 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 the launch of Total Customer Centricity (TCC), a Master Data Management solution for the manufacturing sector. This 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

G Kothandaraman
Head- Secretarial and Compliance

Encl: As Above



Wipro Launches Total Customer Centricity Solution for the Manufacturing Sector Leveraging Informatica Master Data Management Platform

Bangalore, India, and East Brunswick, New Jersey, USA – May 25, 2016: Wipro Limited, (NYSE: WIT, BSE: 507685, NSE: WIPRO) a leading global information technology, consulting and business process services company, today announced the launch of Total Customer Centricity (TCC), a Master Data Management solution for the manufacturing sector. The Wipro solution will be powered by the Informatica Master Data Management (MDM) suite of solutions.

Total Customer Centricity (TCC) will enable global manufacturers to transition from a product-centric to a customer-centric approach. TCC will also provide visibility into the relationships between devices, locations and customers. The solution will allow manufacturers across the globe capture a comprehensive, single view of each of their customers and products.

TCC will help them manage customer relationships across business processes and business lines and enable end-to-end customer lifecycle management. This helps reduce maintenance and support costs, and facilitates secure data exchange between distributors and partners. It also enables faster customer on-boarding after a merger or acquisition and enhanced customer value management.

Pallab Deb, Vice President & Global Head - Analytics, Wipro Limited said, "We are excited to partner with Informatica, an acknowledged leader in the MDM space. Wipro's extensive experience in the manufacturing industry coupled with Informatica's expertise in MDM will enable us to deliver highly sophisticated, next-generation solutions for our customers. With increased consolidation in the manufacturing industry, Total Customer Centricity's (TCC) powerful relationship and hierarchy management capabilities along with its ability to be easily configured to meet enterprise-grade business needs, make it a highly flexible MDM offering."

The solution will make available a solid base of customer data that can be leveraged for more effective pricing, customer segmentation and trade promotions. It will also help organizations grow their customer base, identify cross-sell opportunities, and rapidly integrate customer data obtained from mergers & acquisitions (M&A).

Rob Karel, Vice President of Product Strategy and Product Marketing for Information Quality Solutions at Informatica said, "Manufacturers face a variety of customer related challenges, ranging from customer segmentation for pricing and trade promotions, to finding new ways to optimize customer experience, to pressure to accelerate the speed-to-value from mergers and acquisitions. We are excited that Wipro, a longstanding and valued Informatica partner, is investing in the development of value-added industry solutions by leveraging our



market-leading MDM platform to help our manufacturing customers strategically manage and share data across the enterprise."

For more information, please visit: <http://www.wipro.com/services/analytics/solutions/total-customer-centricity-solution-for-manufacturing-companies/>

About Wipro Limited.

Wipro Ltd. (NYSE:WIT) 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 160,000, serving clients in 175+ cities across 6 continents. For more information, please visit www.wipro.com

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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.

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