

June 15, 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,

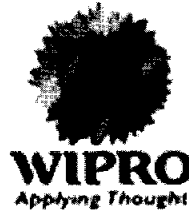
Subject: Marketing Press release

We are enclosing a marketing press release announcing the launch of its analytics solution, Data Discovery Platform. This is a Marketing Initiative of Wipro Limited and 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 Data Discovery Platform

An analytics solution for generating pertinent insights, thereby enabling faster decision making

Bangalore, India, and East Brunswick, New Jersey, USA – June 15, 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 its analytics solution, Data Discovery Platform. The solution provides pertinent business insights across the value chain of an industry through pre-defined “apps”.

Relevant and actionable insights are imperative to making faster and informed decisions. However, organizations today across industries face the challenge of bridging the gap between what the business wants and what information is offered. Businesses grapple with the inability of traditional systems to provide the contextual insights needed to differentiate and drive the business in a hyper-competitive and digitally driven world.

Wipro's Data Discovery Platform will enable businesses to embark on an analytics journey with value added services of process simplification and business transformation. Leveraging techniques like visual sciences and storytelling with data, the Data Discovery Platform provides a unique value proposition around accelerated time to market for insights resulting in better adoption of insight driven decision making. The solution's modular, app driven approach coupled with machine learning, natural language processing, visualization and stream computing capability enables flexibility and scalability to meet evolving business requirements. The solution also plans to leverage capabilities from various partners to enhance the experience offered to the organizations.

Pallab Deb, Vice President & Global Head, Analytics – Wipro Limited said, “With more and more businesses moving towards accelerated decision-making, Insights-as-a-Service has taken priority and industry is looking for service providers, who can provide insights relevant to their business. The Data Discovery Platform, with its industry apps offers robust end-to-end fabric covering the entire spectrum of Data-Information-Insights, thereby empowering customers with pertinent insights to make faster decisions. Built using best of breed open source technologies, the solution leverages cognitive capabilities from Wipro HOLMES Artificial Intelligence Platform™ to bring to life the hidden insights in large & diverse data sets.”

According to Gartner report, Magic Quadrant for Business Intelligence and Analytics Platforms written by Josh Parenteau et al, published on 4 February, 2016, 'By 2018, most stand-alone self-service data preparation offerings will either have expanded into end-to-end analytical platforms or been integrated as features of existing analytics platforms.'



With the launch of its cutting edge Data Discovery Platform, Wipro is poised to translate this boost in its big data capabilities into greater business benefits for the customers.

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.

