



March 28, 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,

Sub: Marketing Press Release

Please find enclosed herewith a press release announcing Wipro partners with Jubilant FoodWorks to Reduce Energy and Operational Costs. This is a marketing initiative of Wipro Limited and does not attract disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and being sent to the Stock Exchanges for information.

For **WIPRO LIMITED**


**M Sanaula Khan
Company Secretary
Bangalore**



Wipro Partners With Jubilant FoodWorks To Reduce Energy And Operational Costs

Bangalore, India, and East Brunswick, New Jersey, USA – March 28 2016: Wipro Ltd. (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, today announced a five-year partnership with Jubilant FoodWorks Limited, master franchisee for Domino's Pizza and Dunkin' Donuts in India and the leader in the Quick Service Restaurant (QSR) space in the country with over 1000 restaurants in India, to deliver energy management services and help reduce its energy and operational costs.

The EcoEnergy business of Wipro rolled out its multi-year Managed Restaurant Energy Services (MRES) program last year leveraging its unique Service Window™ framework. The MRES program will ensure effective sustenance of energy cost reduction by a three-pronged restaurant energy control approach; Intelligent Site Automation, a ready-to-use intelligence to crew and technicians through its intuitive Wipro Energy Manager (WEM) Application Suite, and a centralized Energy Operations Center (EOC) for big data analytics that further enables enhanced asset performance, improved customer delight and better food storage compliance.

Speaking on the initiative, **Ajay Kaul, Chief Executive Officer, Jubilant FoodWorks Limited**, said, "We are delighted to partner with Wipro towards site intelligence improvement and for designing site optimization solutions for our restaurants in India. Currently we have rolled out across 400 restaurants with a view to roll out across the remaining 600+ in the coming months. Technology is the backbone of our operational delivery and we are confident that Wipro's turnkey approach, with deep focus on analytics, will help our restaurants to continue setting new operational benchmarks supporting profitable growth and at the same time committing to an environment-friendly future. This has been validated by the early results that we are seeing in restaurants where the program has already been rolled out."

Dr. Anurag Srivastava, Senior Vice President and Head - Business Outcome Services, Wipro Limited, said, "We are excited about this partnership and will leverage our global QSR sector experience to assist Jubilant FoodWorks reduce their rising energy costs. We will include analytics and IoT technologies to improve various aspects like food safety and guest experience in order to reduce overall maintenance costs and help in maintaining their market leadership position in the QSR market in India."

About Wipro Ltd.

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



Marketing Press Release

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

About Jubilant FoodWorks Limited

Jubilant FoodWorks Limited (JFL/Company) is part of Jubilant Bhartia group and India's largest food service company, with a network of 1004 Domino's Pizza restaurants across 230 cities (as of February 11, 2016). The Company & its subsidiary have the exclusive rights to develop and operate Domino's Pizza brand in India, Sri Lanka, Bangladesh and Nepal. At present it operates in India and Sri Lanka. The Company is the market leader in the chained pizza market with ~72% market share in India (as per Euro Monitor Consumer Food Service Report, 2015). The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has launched 70 Dunkin' Donuts restaurants across 24 cities in India (as of February 11, 2016).

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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.

