



September 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 that Wipro has partnered with Reltio to develop faster and cost effective Master Data Management (MDM) solutions. 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

G Kothandaraman
Head- Secretarial and Compliance

Encl: As Above



Wipro Partners with Reltio for Next Generation Master Data Management and Data-Driven Applications

Redwood Shores, CA, USA and Bangalore, India – September 15, 2016: Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, and Reltio, an enterprise data-driven applications and modern data management Platform as a Service (PaaS) company, today announced a partnership to develop faster and cost effective Master Data Management (MDM) solutions. This partnership will help Reltio and Wipro's clients bridge the gap between data and insights by boosting the reliability of information, while ensuring users get access to relevant data.

This alliance will enable the use of modern MDM architecture with big data technologies to deliver pre-configured, industry-specific data models in an accelerated timeframe. The joint offering will also help customers stave off scale and performance challenges by leveraging next generation technologies such as Big Data, NoSQL, Analytics, and Machine Learning.

"We are excited to partner with Reltio, which has superior technology offerings for next-generation master data management. Wipro's experience in global MDM implementations and machine learning coupled with Reltio's big data technology and unique commercial graph offering will help our clients decipher complex relationships between their customers, accounts and products. And significantly improve how they derive business benefits out of big data insights," said **Pallab Deb, Vice President & Global Head - Analytics, Wipro Limited**.

The partnership will offer enterprise users real-time access and easy integration with Reltio Cloud, which also features a built-in data-as-a-service, which provides access to third party premium data sources. The companies will jointly deliver solutions that bring modern data management and data-driven applications to market.

Commenting on the partnership, **Vasu Vallurupalli, Vice President - Alliances, Reltio** said, "Wipro has differentiated expertise in delivering best-in-class MDM implementations across industry sectors. Using their rich experience in MDM and Reltio's modern data management platform and data-driven applications, organizations can truly unlock the power of their data and successfully address complex business challenges."

Analyst firm Gartner suggests even though the MDM ESP market is rapidly gaining popularity and momentum in the overall information infrastructure space, it is still in the adolescent phase of maturity (with a market penetration of less than 20% of the possible target audience), and Gartner predicts that it will take around five to 10 years to reach mainstream adoption.¹

¹ Gartner "Market Guide for MDM External Service Providers" Bill O'Kane et al, 25 February 2016



Reltio's ability to go beyond MDM has changed the landscape of data management. Reltio Cloud was most recently named a leader in the The Forrester Wave™: Master Data Management Q1 2016 report.

Wipro's expertise in MDM along with Reltio's products is poised to help customers reap the benefits of the early adoption, and provide them with a future-proofed investment that extends way beyond typical MDM.

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 Reltio

Reltio delivers reliable data, relevant insights and recommended actions so companies can be right faster. Reltio Cloud combines data-driven applications with modern data management for better planning, customer engagement and risk management. Reltio enables IT to streamline data management for a complete view across all sources and formats at scale, while sales, marketing and compliance teams use data-driven applications to predict, collaborate and respond to opportunities in real-time. Companies of all sizes, including leading Fortune 500 companies in healthcare and life sciences, media & entertainment, hospitality, distribution and retail rely on Reltio. For more information, visit www.reltio.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.

