



June 7, 2018

The Manager – Listing
BSE Limited
(BSE: 507685)

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

The Market Operations,
NYSE, New York
(NYSE: WIT)

Dear Sir,

Subject: Press release

We are enclosing a copy of the Press Release which is being released today.

For WIPRO LIMITED

G Kothandaraman

**G Kothandaraman
Head- Secretarial and Compliance**

Encl: As Above



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Wipro Positioned as a Leader in NelsonHall's Customer Experience Services in Travel, Transport & Hospitality NEAT Report, 2018

East Brunswick, New Jersey and Bangalore, India – June 07, 2018 - 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' in the NelsonHall Vendor Evaluation & Assessment Tool (NEAT) report for Customer Experience Services in Travel, Transport & Hospitality 2018. The report, authored by Ivan Kotzev was published on February 13, 2018.

The report analyzed the overall performance of global vendors based on their Customer Experience (CX) service offerings in the travel, transport & hospitality sectors, with a focus on cost optimization, revenue generation and CX improvement.

Wipro's position as a Leader was driven by its proprietary tools and investments in the sectors, which include digital enablement, big data analytics, automation and omnichannel delivery to increase operational efficiencies and improve customer experience. Among its recent acquisitions, Wipro expanded its customer experience consulting capabilities with Cooper in October 2017. Cooper is a design consultancy, headquartered in San Francisco and founded in 2002, offering interaction design, UX and professional design training services; it has become part of Wipro's Designit unit. Wipro acquired Designit in 2015, adding service and customer experience design capabilities.

Ivan Kotzev, Lead Analyst for Customer Experience (CX) Services and author of Customer Experience Services in Travel, Transport & Hospitality NEAT report 2018, said, "Wipro's significant experience in knowledge management, process automation, and cognitive analytics in the domain, empower the comprehensive management of the customer experience across the customer's journey. Its development of a customer facing bot for cargo management highlights the future of customer services where autonomous bots co-exist with live agent support."

DeviPrasad Rambhatla, Vice President and Global Head-Travel, Transportation, Hospitality and Public Sector industries, Consumer Business Unit, Wipro Limited said, "We are honored to be recognized by NelsonHall as a leader in customer experience service in travel, transportation and hospitality industries. We are deeply committed to driving next generation customer and user experience for our customers not just in the B2C context but also in more B2B-oriented areas such as cargo and flight operations. This recognition is a testament to our abiding belief that this industry can greatly benefit from advances in customer experience technologies, across its value chain."

"Wipro has established long-standing partnerships in travel and transportation through an enviable track record of client successes over the last 16 years. Our deep domain expertise, coupled with investments in next-gen digital technologies, analytics, automation and AI with Wipro



HOLMES™ has enabled us to reimagine digital customer experience journeys and drive personalization to the next level. We are delighted to be recognized as a leader by NelsonHall," said **Hoshedar Nari Contractor, Vice President and Global Head - Travel, Transportation and Hospitality, Business Process Services, Wipro Limited.**

Wipro offers front and back-office services such as customer care, sales and bookings, claims management, loyalty and rewards management, consulting and analytics to clients in the travel, transport and hospitality sector, which include airlines, travel groups, logistics integrators, freight forwarders, cruise lines, and hotel chains. The company's industry-specific offerings include operations support, baggage desks, scheduling, cargo management, and ticketing over voice, email, chat, and social media. Wipro also offers advanced travel and transportation industry services such as content management, trust and safety and Geographic Information System related services including map curation, geo tagging, image processing and 3D maps.

About Wipro Limited

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 160,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organisations understand the 'art of the possible' in IT and business services. With analysts in the US, UK, and Continental Europe, NelsonHall provides buy-side organisations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, all-original research, and is widely respected for the quality, depth, and insight of its analysis.

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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.

