



May 29, 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**

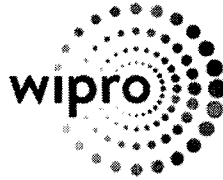


Encl: As Above

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New MarTech Study Shows Marketers May be Overestimating Ability to Execute and Deliver Results from Their Investments

New York, NY – May 29, 2018: Wipro Digital, the digital business unit of Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), today released a new study that indicates the growing importance of MarTech-related skills for marketing teams across the U.S. and U.K. However, the study also indicated that despite this growing emphasis on MarTech expertise, many marketing departments are struggling to reap the full potential of their investment and deliver expected ROI.

While the survey found that 75 percent of marketing executives are confident in their own MarTech proficiency, only 6 percent believe that most of their marketing team is MarTech conversant. Over one-third of marketing executives believe that less than half of their team has the necessary expertise to deploy MarTech effectively, and over half (51 percent) of respondents noted the lack of MarTech competency of the wider team was a barrier to success.

However, many marketers are focusing on addressing this issue – they have made reskilling current marketers with the skills they'll need for MarTech success, a huge priority. 84 percent of respondents reported that their company already has reskilling programs in place. Training marketers at every level to become MarTech proficient, reflects an industry-wide shift towards a MarTech-dominated world. Other key findings include:

- **MarTech expertise needs to start at the top:** 81 percent of respondents indicate that it is important for CMOs to have MarTech qualifications and/or skills, with only one percent of respondents noting that MarTech is not as important as other skills for a CMO
- **MarTech skills overshadow strategy expertise:** More respondents ranked MarTech (47 percent) among the top three most important skills for a CMO's success than both Marketing Strategy (44 percent) and Business Strategy (37 percent) Previously high-valued skills - such as Brand Management (21 percent), Advertising (13 percent), and Sales (15 percent) – have significantly declined in importance
- **MarTech investments are set to increase:** 62 percent of CMOs plan to increase MarTech spending in 2019. And, investing more heavily tends to translate into results Overall only 4% of respondents equating to \$82M in spend terms were dissatisfied with the return on their MarTech investments.

"CMOs and marketing departments are aware that MarTech is key to creating and delivering relevant and personalized experiences to customers. However, too many marketers are struggling with implementation and changing how they work," said **Andy Coghlan, Global Head of MarTech, Wipro Digital**. "Equipping marketing teams with the right MarTech talent and



expertise is only half of the battle – the real challenge lies in determining how MarTech fits into the larger digital transformation and enterprise renovation program, and how to reinvigorate operating models, culture, and leadership, accordingly.”

Respondents noted some of the cultural and institutional challenges, beyond expertise, to adapting and integrating MarTech solutions, including:

- **Retrofitting new tech to outdated operating models:** The survey found that over one-third of respondents say that their company modifies the technology to fit into existing operating models rather than exploring new ways of operating
- **Changing the way that marketing works:** 64 percent of respondents noted that “changing the way that marketing works” is a major barrier to MarTech ROI
- **Fitting MarTech into the larger digital transformation picture:** 43 percent of respondents noted that effectively integrating MarTech with other technology systems is a major barrier to MarTech’s overall success

Methodology:

In April 2018, Wipro Digital commissioned an online survey of 500 senior-level executives, employed with organisations with more than 1,000 employees, in the US and UK.

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 Wipro Digital

Wipro Digital, the digital business unit of Wipro, collaborates and iterates with clients to deliver customer-centered digital transformation. Working at the intersection of strategy, design and technology, we derive insight, shape interaction, drive integration and unlock innovation for our clients. We apply Customer Journey Engineering to create extraordinary experiences for global brands, businesses and their customers at scale. Learn more at wiprodigital.com or [@WiproDigital](https://www.instagram.com/WiproDigital).

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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.

