



August 29, 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: Press release

We are enclosing a marketing press release announcing a partnership between Wipro Limited and Stibo Systems, that will see the two companies collaborate to offer Master Data Management (MDM) solutions.

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 and Stibo Systems Partner for Master Data Management Solutions

Atlanta, GA, USA and Bangalore, India, August 29, 2016 –Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company and Stibo Systems, a global leader in multi-domain Master Data Management (MDM) solutions, today announced a partnership, that will see the two companies collaborate to offer Master Data Management (MDM) solutions. This partnership is aimed at building trust-worthy data foundations to help joint customers derive accurate insights as they embrace digital transformation.

Wipro's deep expertise in end-to-end Analytics, Master Data Management (MDM) and Information Management (IM) solutions, across industries when combined with Stibo Systems' award-winning Master Data Management solution, STEP Trailblazer, will widen the scope and value of solutions that can be offered to customers, worldwide. Stibo's STEP Trailblazer solution provides users with a powerful, editable grid-based view of product data, which facilitates the transfer of multiple items such as product families and variants while simultaneously performing crucial validation checks.

As part of this partnership, Wipro and Stibo Systems, will also set-up a state-of-the art MDM Center of Excellence (COE) in Bangalore that will showcase industry best practices, standards and guidelines that can be leveraged for customer projects.

"In an increasingly digital world, it is imperative that organizations implement a modern and, more importantly, proven, data and analytics strategy, that enables them to apply insight to actual business practices. Wipro's deep multi-domain MDM expertise combined with Stibo Systems' leading master data management solution, will empower our customers by providing them with trusted information and insights, that can transform the way they conduct business," said **Pallab Deb, Vice President & Global Head - Analytics, Wipro Limited**.

"Stibo Systems consistently works with partners to foster innovation, which has translated into faster implementation times, increased ROI (return on investment) and overall greater business value for our customers," said **Andreas Lorenzen, President of Stibo Systems, North America**. "We value Wipro's rich industry domain knowledge and technical expertise, and look forward to working together so to help our customers step up to the unique challenges they face when trying to grow their business and maximize their return on investment."

Tweet this: "News: @StiboSystems, @Wipro form worldwide partnership to deliver greater #MDM value for customers #masterdatamanagement #PIM

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



StiboSystems



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 Stibo Systems

Stibo Systems is the global leader in multi-domain Master Data Management (MDM) solutions. Industry leaders rely on Stibo Systems to provide cross-channel consistency by linking product and customer data, suppliers and other organizational assets. This enables businesses to make more effective decisions, improve sales and build shareholder value. During the last 30 years, Stibo Systems has helped hundreds of companies to develop a trusted source of operational information. A privately held subsidiary of the Stibo A/S group, which was originally founded in 1794, Stibo Systems' corporate headquarters is located in Aarhus, Denmark. For more information, visit www.stibosystems.com

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Wipro Limited

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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



Marketing Press Release

SiiboSystems



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.

