



June 12, 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/Madam,

Sub: Press Release

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

For WIPRO LIMITED

G Kothandaraman
Head- Secretarial and Compliance

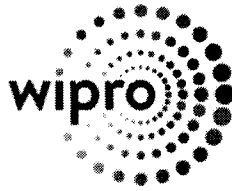


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Wipro Positioned in the 'Winner's Circle' of HfS Blueprint Report for Retail Customer Engagement Services

East Brunswick, New Jersey, USA and Bangalore, India – June 12, 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 named a winner in the 'HfS Research Blueprint Report on Retail Customer Engagement Services.

Authored by Melissa O'Brien, Research Director, Digital Front Office and Customer Engagement, Retail and Travel Strategies, HfS Research, the report positions Wipro as a leading service provider in Retail customer service engagement, for its capabilities in digital transformation in Retail space.

The report uses 8 ideals of As-a-Service Economy (Write off legacy; Design Thinking; Brokers of Capability; Collaborative Engagement; Intelligent Automation; Accessible & Actionable Data; Holistic Security; Plug & Play Digital Business Service) to evaluate the service providers.

Some of the strengths of Wipro as cited by HfS include:

- **Broad portfolio across retail sector:** HfS notes that Wipro has built expertise that it has applied to create business value for Retail clients. Wipro helps to enable over 21,000 stores and \$30B in online revenue for Retail clients, serving 13 out of the top 20 global Retailers.
- **Ahead of the curve with automation:** The report states that Wipro is one of the few in the customer engagement space that boasts of a broad portfolio of in-house developed tools that help its retail clients tackle the omnichannel challenges ahead. Wipro has developed some proprietary solutions for customer engagement specifically for Retail, such as its virtual shopping assistant solution. It is also using cognitive capabilities, and the Wipro HOLMES™ platform, to deliver increasingly intelligent automation in the retail sector.
- **Strong client relationships:** HfS highlights that Wipro has several long term relationships in the Retail space that are still growing; clients note the ambition to constantly learn and tailor services to the retail industry. Clients appreciate Wipro's execution excellence and willingness to bring ideas to the table regularly, and are eager to see what value added services can be provided as they continue to integrate Designit's capabilities. Retail clients noted that their Wipro partners are very responsive and easy to work with.



"Our business vision for the future has been centered around customer experience, high velocity business and global scale. Over the years, Wipro has focussed on building industry-leading capabilities in digital transformation, ensuring business outcomes with unmatched agility for our clients. HfS's recognition of our leadership in Customer Engagement Services in Retail is a testimony to the value we deliver to our clients globally through our offerings and capabilities, helping them navigate the disruption in their businesses," said **Srini Pallia, President, Consumer Business Unit, Wipro Limited.**

"Digital is disrupting everything, including our clients' businesses. As a trusted partner to our customers, Wipro is continually making strides to help them stay ahead of their competition. We help our clients assess their digital fitness, bridging capability gaps and enhancing future relevance. Our service offerings within our Retail practice is tightly integrated to drive measurable business value to our clients. Our strategy, investments and relevance of our integrated offerings addresses the entire digital spectrum from design and technology to execution. We are delighted that HfS has recognized our commitment and focus in providing excellence to our Retail customers globally," said **Hari Shetty, Senior Vice President- Retail & Digital, Wipro Limited.**

"Wipro has a broad portfolio of in-house developed tools that help its retail clients tackle the omnichannel challenges ahead. Some of Wipro's proprietary solutions have been developed specifically for the retail sector, such as the virtual shopping assistant solution," said **Melissa O'Brien, Director, Customer Engagement and Retail and Travel Strategies, HfS Research.** "Wipro's deep domain expertise combined with its strong customer relationships is helping the company to be a leader in the Retail customer engagement space."

To read more, [click here](#)

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.

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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.

