



January 24, 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: Intimation under Regulation 30

Please find enclosed herewith a Press release and an intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, for your reference and records.

For WIPRO LIMITED

A handwritten signature in black ink, appearing to read "M Sanaulla Khan".

**M Sanaulla Khan
Company Secretary**

ENCL: As Above

Registered Office:

Wipro Limited
Doddakannelli
Sarjapur Road
Bengaluru 560 035
India

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Wipro takes minority stake in Harte Hanks, an omni-channel marketing services leader

Companies working together to offer marketing technology solutions that address the needs of Chief Marketing Officers

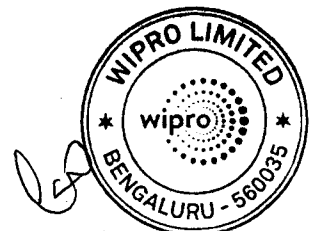
Bangalore, India and San Antonio, Texas, USA - January 24, 2018: Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company and Harte Hanks (NYSE: HHS), today announced that Wipro LLC (a wholly owned subsidiary of Wipro Limited) will invest \$9.9 million in Harte Hanks and both companies will expand their existing partnership to offer end-to-end marketing technology services to customers. Harte Hanks is a U.S.-based global marketing services company specializing in omni-channel marketing solutions including consulting, strategic assessment, data, analytics, digital, social, mobile, print, direct mail and contact center.

As part of their existing partnership, Wipro and Harte Hanks are jointly marketing Opera Solutions' Signal Hub platform, an advanced big data analytics and machine learning platform that enables clients to deliver a contextually relevant and personalized customer experience. Wipro's strong understanding of industry verticals, cognitive & analytical capabilities and process automation combined with Harte Hanks' established agency expertise, strong MarTech capabilities, Customer Insights and Customer Experience offerings, will offer unparalleled value to clients.

In the digital world, marketers need to have deep understanding of their customers to offer an engaging personalized experience. This requires extensive investments in customer data, marketing tools and a technology stack. By providing a comprehensive solution, Wipro and Harte Hanks empower marketing professionals target and engage their customers in a holistic way.

"Wipro's investment in Harte Hanks reflects our continued commitment to offer leading-edge marketing technology and digital services that cater to the needs of Chief Marketing Officers and marketing professionals, across industry segments. This investment strengthens our existing partnership with Harte Hanks and enables us to address a key industry challenge by offering 'Marketing as a Service'," said **Srini Pallia, President, Consumer Business Unit, Wipro Limited.**

"Brands are now defined by the blend of all the experiences they deliver to their customers. Understanding the journey is the starting point, and it is marketing technology that facilitates the proper interactions at scale," commented **Karen Puckett, Harte Hanks CEO.** "Enterprises and brands are working hard to better understand their customer's buying journey and are deploying technology to help them interact with customers in relevant, meaningful ways. However, CMOs



are increasingly concerned about marketing's capability to acquire and manage technology effectively. This partnership squarely addresses those opportunities."

About Wipro Limited

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About Harte Hanks:

Harte Hanks is a global marketing services firm specializing in multi-channel marketing solutions that connect our clients with their customers in powerful ways. Experts in defining, executing and optimizing the customer journey, Harte Hanks offers end-to-end marketing services including consulting, strategic assessment, data, analytics, digital, social, mobile, print, direct mail and contact center. From visionary thinking to tactical execution, Harte Hanks delivers smarter customer interactions for some of the world's leading brands. Harte Hanks' 5,000+ employees are located in North America, Asia-Pacific and Europe. For more information, visit Harte Hanks at www.hartehanks.com, call 800-456-9748, email us at pr@hartehanks.com. Follow us on Twitter @hartehanks or Facebook at <https://www.facebook.com/HarteHanks>.

As used herein, "Harte Hanks" refers to Harte Hanks, Inc. and/or its applicable operating subsidiaries, as the context may require. Harte Hanks' logo and name are trademarks of Harte Hanks.

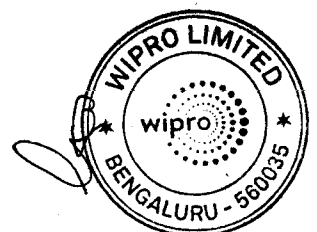
Media Contacts:

Subhashini Pattabhiraman
Wipro Limited
subhashini.pattabhiraman@wipro.com

Scott Hamilton
Harte Hanks
Scott.Hamilton@hartehanks.com

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,

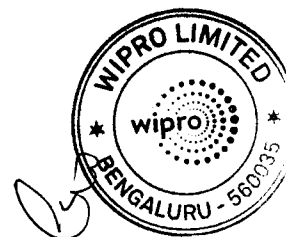


political instability, war, legal restrictions on raising capital or acquiring companies outside India, unauthorized use of our intellectual property, and general economic conditions affecting our business and industry. Additional risks that could affect our future operating results are more fully described 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.



Disclosure under regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Sr. No.	Particulars	Description
1.	Target Name	Harte Hanks, Inc ("Harte Hanks")
2.	Related party transaction	No
3.	Industry of Target entity	Digital Marketing Services
4.	Investment objectives	This investment provides Wipro and Harte Hanks, technology and marketing tools that are needed to better understand the end customers. By bundling marketing and technology solutions in the value proposition, Harte Hanks and Wipro offer an integrated solution, which addresses needs of Chief Marketing and Digital Officers in a holistic manner.
5.	Government & regulatory Approval required	Not applicable
6.	Time period for completion	Investment is expected to be completed during the quarter ending March 31, 2018, subject to customary closing conditions.
7.	Nature of consideration	Cash
8.	Purchase consideration	US\$ 9.9 Mn
9.	Shares acquired	Harte Hanks will issue 9,926 Series A Preferred Stock, convertible into 16% of the Company's outstanding common stock on a pre-closing basis.
10.	Target Information	Founded in 1923, Harte Hanks is a NYSE listed global digital marketing services firm specializing in providing omni-channel marketing solutions to world's leading brands with experts in defining, executing and optimizing the customer journey. The company offers end-to-end marketing services including consulting, strategic assessment, data, analytics, digital, social, mobile, print, direct mail and contact center. Harte Hanks' 5,000+ employees are located in North America, Asia-Pacific and Europe. Last three years' Revenue: \$499.4 Mn (2014), US \$444.2 Mn (2015) and US \$404.4 Mn (2016).





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