



February 23, 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: Marketing Press release

We are enclosing a Marketing Press Release announcing that Wipro Limited has been recognized among the Best in Class Technology Providers in the Consulting category in the 2016 Readers' Choice Survey of Consumer Goods Technology (CGT) magazine. 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 being sent to the Stock Exchanges for information.

For WIPRO LIMITED


M Sanaula Khan
Company Secretary

Encl: As Above



Wipro Recognized Among Best in Class Technology Providers in Consulting by 'Consumer Goods Technology' Readers in 2016 Readers' Choice Survey

East Brunswick, New Jersey, USA and Bangalore, India – February 23, 2016: Wipro Ltd. (NYSE:WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company today announced that it has been recognized among the Best in Class Technology Providers in the Consulting category in the 2016 Readers' Choice Survey of *Consumer Goods Technology* (CGT) magazine.

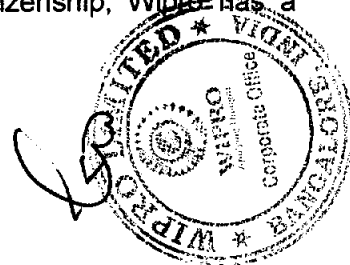
"It is an absolute honor to be ranked favorably in this category. This clearly reinforces Wipro's continued commitment to the consumer goods market," said **Srini Pallia, Chief Executive & Global Head – Consumer Business Unit, Wipro Limited**. He added, "Helping our Consumer Goods (CG) customers best understand their consumer is of utmost importance to us. Our vision is to continually innovate and equip our customers in the consumer goods sector with leading-edge capabilities in technology, infrastructure and business operations, to enable them to build better connections and improve their consumer experience, operational efficiency and profitability."

CGT's readers recorded their votes on the consumer goods industry's preferred solutions and service providers across 15 categories, which reflect the vast landscape of IT investment opportunities available today.

Wipro's Consumer Goods expertise spans areas of Packaged Application Services, Application and Infrastructure Management, Business Process and IT Consulting, Business Intelligence and Data Warehousing. Wipro's dedicated Consumer Goods practice has deep expertise working with Tier 1 companies in the areas of Sales & Marketing, Value Chain Optimization, Digital Transformation, and Analytics driving Insights, across the Food & Beverage, Home & Personal Care, Apparel & Footwear and Agribusiness and Tobacco segments. Some of Wipro's leading solutions for the consumer goods industry include Wipro Promax Trade Promotion Management & Optimization solutions, Market Mix Modelling, DCxM for Consumer Goods and One-to-One Shopper amongst others.

About Wipro Ltd.

Wipro Ltd. (NYSE:WIT) 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 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 160,000, serving clients in 175+ cities across 6 continents. For more information, please visit www.wipro.com

About Consumer Goods Technology

Consumer Goods Technology (CGT), an integrated media brand, is the leading resource for consumer goods executives looking to improve business performance. Delivering content in print, online and face-to-face, CGT reaches an audience of more than 76,000 consumer goods executives ranging from managers and directors to VPs and CIOs. CGT also covers all major segments of the consumer goods sector, including Food, Beverage, Packaged Goods, Consumer Electronics and Footwear. For more information on CGT, visit www.consumergoods.com.

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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.

