



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 partnered with SugarCRM to deploy Customer Relationship Management (CRM) Solutions for Global Enterprise. 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 and SugarCRM Announce Partnership to Deploy CRM Solutions for Global Enterprises

The solution will benefit customers to build extraordinary customer relationships

Cupertino, California, USA and Bangalore, India – February 23, 2016: Wipro Limited (NYSE:WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, today announced a partnership with SugarCRM, the company that enables businesses to create extraordinary customer relationships with the most innovative, flexible and affordable CRM solution in the market, to offer Customer Relationship Management (CRM) solutions to enterprise customers.

As part of the partnership, Wipro is establishing a new SugarCRM practice within Wipro's CRM service line. The company is also building a SugarCRM Center of Excellence (COE) with SugarCRM-trained and certified employees who can attend to customers worldwide. Wipro currently has more than 55 COEs designed to offer clients, the best technologies available for transformative business solutions.

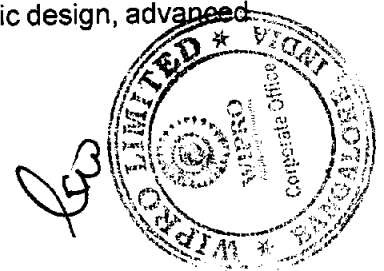
"We look forward to working with SugarCRM that helps enterprises to drive a customer-centered transformation," said **Hiral Chandrana, Vice President & Head, Business Application Services (BAS), Wipro Limited**. "We are delighted to strengthen our CRM portfolio by the addition of this modern CRM solution which empowers individuals to build extraordinary customer relationships and drive business performance."

This partnership comes at a very exciting time for our customers," said **Clint Oram, Co-founder and Chief Technology Officer, SugarCRM**. "Enterprises in the manufacturing and services industries are increasingly turning to SugarCRM as a better and more flexible choice for CRM. Wipro's global reach and strength in CRM consulting and services will accelerate our customers' ability to transform their customer relationship management strategies. Customers are already choosing SugarCRM and Wipro together – the beginning of a very productive relationship."

As partners, Wipro and SugarCRM anticipate addressing the increased expectations of empowered customers and will jointly offer enterprises a tool to act as the catalyst for a seamless customer experience.

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 SugarCRM

SugarCRM enables businesses to create extraordinary customer relationships with the most innovative and affordable customer relationship management (CRM) solution on the market. By building a CRM designed for the individual, SugarCRM enables individual-to-individual ("i2i") conversations between a company's employees and customers. Based in Silicon Valley, SugarCRM is backed by Goldman Sachs, Draper Fisher Jurvetson, NEA and Walden International. More than 1.5 million individuals in over 120 countries rely on SugarCRM. To learn more visit SugarCRM or follow @SugarCRM.

NOTE: SugarCRM and the SugarCRM logo are registered trademarks of SugarCRM Inc. Third-party trademarks mentioned are the property of their respective owners.

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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.

