



**August 14, 2024**

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**

Please find attached herewith copy of the Press Release which is being released today.

Thanking you,

**For Wipro Limited**

**G Kothandaraman**  
**General Manager - Finance**

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## Generative AI is a Top Driver for Cloud Investments: Wipro FullStride Cloud Report

*Majority of organizations are looking to increase investments in public and hybrid cloud*

**E. BRUNSWICK, N.J. | BENGALURU, India – Aug 14, 2024:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading technology services and consulting company, today released its first 'Pulse of Cloud' report highlighting the evolving dynamics of cloud and artificial intelligence (AI) adoption across industries.

["The Pulse of Cloud: Quarterly Report July 2024"](#) by Wipro FullStride Cloud reveals the impact of AI on cloud investments, with over half (54%) of the surveyed organizations citing AI as the main driver of their cloud investments. Further, as organizations prepare for an AI-driven future, they are increasing investments in cloud, with more than half of respondents indicating that they are increasing investments in hybrid (54%) and public (56%) cloud. And while a majority of respondents (55%) say their cloud adoption is currently outstripping AI adoption, more than one third (35%) say they are advancing in tandem with both technologies.

"Our survey findings further confirm that cloud continues to be the primary transformational platform for the enterprise, empowering organizations to innovate and stay competitive," said **Jo Debecker, Managing Partner and Global Head of Wipro FullStride Cloud**. "The importance of an effective cloud strategy is only amplified with the increasing focus on AI. The cloud's scalability and processing power are critical in holding and managing the huge volumes of reference data required by AI. As such, cloud investment decisions are increasingly being driven by the need to support AI."

The report also reveals the growing focus on cloud cost management, with 54% of organizations leveraging utilization analysis and automation tools for cost management and 59% now using a unified cloud management strategy.

"As enterprises rethink their infrastructure to reap the benefits of AI, they are also seeing increased value in adopting a [cloud economics](#) approach. Our survey shows that as data migration and the adoption of AI-related applications increasingly drive cloud investment, unified cost management strategies are also growing in importance," added **Debecker**.

*The Pulse of Cloud: Quarterly Report July 2024* survey was conducted between May and June 2024 among 500 senior executives across North America and Europe.

## **About Wipro Limited**

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs. Leveraging our holistic portfolio of capabilities in consulting, design, engineering, and operations, we help clients realize their boldest ambitions and build future-ready, sustainable businesses. With over 230,000 employees and business partners across 65 countries, we deliver on the promise of helping our customers, colleagues, and communities thrive in an ever-changing world. For additional information, visit us at [www.wipro.com](http://www.wipro.com).

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## **Forward-Looking Statements**

The forward-looking statements contained herein represent Wipro's beliefs regarding future events, many of which are by their nature, inherently uncertain and outside Wipro's control. Such statements include, but are not limited to, statements regarding Wipro's growth prospects, its future financial operating results, and its plans, expectations and intentions. Wipro cautions readers that the forward-looking statements contained herein are subject to risks and uncertainties that could cause actual results to differ materially from the results anticipated by such statements. Such risks and uncertainties include, but are not limited to, risks and uncertainties regarding fluctuations in our earnings, revenue and profits, our ability to generate and manage growth, complete proposed corporate actions, 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, including, but not limited to, Annual Reports on Form 20-F. These filings are available at [www.sec.gov](http://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 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.