



**December 06, 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**

**M Sanaula Khan  
Company Secretary**

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## **Wipro and SIAM.AI Build AI Assistant for Tourism Authority of Thailand with NVIDIA AI**

**BANGKOK | BENGALURU, India – Dec. 06, 2024:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading technology services and consulting company, today announced a collaboration with SIAM.AI, a member of the NVIDIA Cloud Partner program in Thailand. The companies will leverage NVIDIA accelerated computing and software to develop an AI-powered digital assistant for the Tourism Authority of Thailand. This collaboration will utilize infrastructure, data and networks within the country, advancing Thailand’s sovereign AI objectives.

The AI-powered virtual assistant, ‘Sukjai’—powered by the [NVIDIA AI Enterprise](#) software platform, SIAM.AI and [Wipro’s Enterprise Generative AI \(WeGA\) Studio](#)—will provide domestic and international travelers with personalized, up-to-date, and timely information to deliver highly tailored experiences, while enabling the Tourism Authority to seamlessly service a growing number of tourists.

Specifically, ‘Sukjai’ will provide 24/7 support and information on things such as transportation guidelines and schedules, destinations and lodging availability, recommended activities based on interest, and crowd flow information at top attractions, etc. It will offer customized recommendations based on individual preferences and include info on emergency services as well as safety and security alerts.

**Vinay Firake, CEO, Asia Pacific, Middle East and Africa (APMEA), Wipro Limited,** said, “We are excited to collaborate with SIAM.AI and utilize NVIDIA’s technology to transform the tourism experience in Thailand. This initiative highlights our deep expertise and investments in delivering highly customized AI solutions, designed to achieve the unique objectives of our clients. With the expected increase in sovereign AI initiatives across geographies, this collaboration with SIAM.AI and the Thai government marks an important milestone in bringing such services to a broader set of clients across markets.”

**Ratanaphon Wongnapachant, CEO, SIAM.AI Cloud,** said, “Our collaboration with Wipro exemplifies how we’re bringing together global expertise and local knowledge to serve Thailand’s digital future. Through this partnership, we’re leveraging NVIDIA’s advanced AI infrastructure while maintaining our commitment to data sovereignty and local value creation. This initiative demonstrates how Thailand can work with global leaders while maintaining control of our AI destiny and advancing our position as a key player in Southeast Asia’s AI landscape.”

**John Fanelli, Vice President of Enterprise Software, NVIDIA**, said, “Created by Wipro and SIAM.AI with full-stack NVIDIA AI software and accelerated computing, the ‘Sukjai’ large language model will provide a foundation for Thailand to build AI applications that the nation’s enterprises and small business owners can use to enhance travel experiences and open up new economic opportunities.”

‘Sukjai’ will initially provide services in Thai and English. Wipro will continue to train the underlying models with the [NVIDIA NeMo](#) platform based on user feedback, creating ever-more elevated and seamless experiences. The virtual assistant will be built based on responsible AI principles, such as transparency, data privacy, and human oversight, leveraging Wipro’s [Responsible AI framework](#).

### **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 clients, colleagues, and communities thrive in an ever-changing world. For additional information, visit us at [www.wipro.com](http://www.wipro.com).

### **About SIAM.AI**

SIAM.AI Cloud Corporation Company Limited is Thailand's pioneer in AI infrastructure and services, delivering Sovereign AI capabilities for key sectors including education, manufacturing, healthcare, financial services, and government services. Visit <https://siam.ai/>.

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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.