



**February 19, 2019**

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**

We are enclosing a copy of Press Release which is being released today.

**For WIPRO LIMITED**

A handwritten signature in black ink, appearing to read "G Kothandaraman", is written over the typed name.

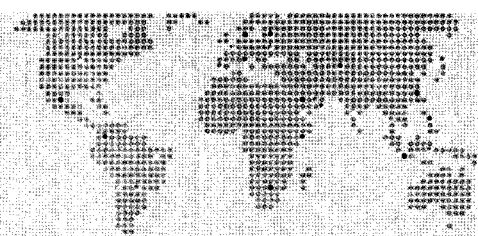
**G Kothandaraman**

**General Manager – Finance**

**Registered Office:**

**Wipro Limited**  
Doddakannelli  
Sarjapur Road  
Bengaluru 560 035  
India

**T : +91 (80) 2844 0011**  
**F : +91 (80) 2844 0054**  
**E : info@wipro.com**  
**W : wipro.com**  
**C : L32102KA1945PLC020800**





## **Wipro Positioned as a Leading Player in 'Zinnov Zones for Digital Services in Retail – 2018'**

**East Brunswick, New Jersey, USA and Bangalore, India, February 19, 2019:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, today announced that it has been positioned as a 'Leading Player' in 'Zinnov Zones for Digital Services in Retail – 2018' study.

Zinnov's analysis of the global technology and digital services providers in the Retail space, was based on the companies' digital prowess and scalability across six key categories- Marketing & Sales, Store Operations, Supply Chain Management, Merchandising, In-store Experience, and Online Commerce. The evaluation was done based on key parameters such as client feedback, solution offerings, innovation ecosystem, talent, business scale, innovative business models, and future outlook.

Wipro has been recognized in the leadership zone of all six categories that were evaluated. Zinnov also recognized Wipro's strong industry positioning in digital-oriented and fast-growing business areas such as Marketing and Sales, In-store Experience, and Online Commerce, while reaffirming the company's long-standing leadership position in technologies related to Supply Chain, Merchandising, and Store Operations.

Speaking about Wipro's leadership position in the Zinnov Zones study, **Praveen Bhadada, Partner & Practice Head, Digital Transformation, Zinnov** said, "Wipro's retail footprint is powered by the coming together of deep domain expertise, strong digital capabilities, and speed of execution that are critical requirements in the fast-changing retail marketplace. Significant investments in next-generation technology areas such as cyber security, blockchain, and IoT have enabled Wipro to cement its position as a strategic partner of choice for top retailers worldwide. Wipro continues to differentiate its offerings with an extensive IP portfolio, outcome-driven engagement models, and its ability to leverage global centers of excellence, resulting in meaningful deal wins in digital retail."

**Hari Shetty, Senior Vice President, Retail Vertical – Consumer Business Unit, Wipro Limited** said, "We are excited about achieving a leadership position in the 'Zinnov Zones for Digital Services in Retail – 2018' study. This recognition is a testimony to Wipro's enduring commitment to helping retailers become truly digital in all aspects, ranging from customer experience to operations. Our comprehensive range of offerings, which includes everything from foundation-level technologies to advanced digital technologies such as Artificial Intelligence, Cloud, Blockchain, and IoT, has helped us create a compelling omni-channel experience for our clients."



**Srini Pallia, President, Consumer Business Unit, Wipro Limited** said, "In the last couple of years, Wipro has been building customer-centric digital capabilities through strategic investments such as Syfte, Appirio, Cooper, Designit, and partnerships in the startup ecosystem through Wipro Ventures. These investments have enabled Wipro to become a leading digital service provider across industry segments. More importantly, we have been able to leverage our work with new age companies and bring those innovations to traditional retailers. This cross-industry learning has helped us unlock vast business opportunities and deliver exceptional value for our clients. This recognition from Zinnov is a testimony to Wipro's commitment, investments, and client outcomes."

### **About Wipro Limited**

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 170,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

### **Media Contacts:**

Prathibha Das  
Wipro Limited  
[prathibha.das@wipro.com](mailto:prathibha.das@wipro.com)

Nitika Goel  
Director – Marketing & Strategic Initiatives, Zinnov  
[nitika@zinnov.com](mailto:nitika@zinnov.com)  
+91-9845016255

### **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](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.

