



**May 31, 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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## Wipro Expands Retail Media Offering in Collaboration with Cisco and AT&T

*Wipro VisionEdge+ allows retailers to enhance customer experience and drive incremental ad revenue within physical stores*

**E. BRUNSWICK, N.J. | BENGALURU, India – May 31, 2024:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading technology services and consulting company, today announced the expansion of retail-focused capabilities within Wipro VisionEDGE+. This enhanced offering, developed in partnership with Cisco and AT&T, and leveraging Amazon Web Services (AWS), serves as a comprehensive retail transformation platform designed to unlock the full potential of retail media network.

According to the National Retail Foundation, [80% of all shopping still happens in stores](#), providing a critical touchpoint for brands and retailers to connect with consumers. Recognizing this potential, Wipro VisionEDGE+ offers a powerful, measurable, and omni-channel platform for retailers and brands, that complements their existing digital strategies.

This offering allows retailers to:

- **Enhance customer experience** with interactive displays that provide personalised recommendations and navigation assistance.
- **Drive incremental revenue** by offering brands programmatic advertising and enabling assisted selling through digital endpoints.
- **Centralize control and operations** to facilitate seamless content tracking across multiple platforms, while also enabling scalability.
- **Create an omnichannel platform** allowing customers to virtually try on items and order from 'endless aisles.'

Wipro VisionEDGE+ combines dynamic digital signage with cutting edge AI-based platforms that provides business insights, customer sentiment analytics, and traffic management data, tailored to retailers' specific needs while ensuring compliance with privacy regulations. Additionally, the platform leverages:

- **Cisco's intelligent network solutions** to ensure secure and seamless connectivity within the retail environment.
- **AT&T's network infrastructure** to provide reliable and secure data transmission.
- **AWS's robust and scalable cloud computing services** to power the platform's data analytics and machine learning capabilities in order to deliver a personalized and engaging in-store experience.

"We are thrilled to leverage Wipro's over two decades of Retail expertise for our customers, empowering them to capitalize on the billion-dollar opportunity in advertising revenue," said **Malay Joshi, Chief Executive Officer – Americas 1, Wipro Limited**. "Retail media is not just a trend; it's a transcendent force reshaping the future of in-store experiences. Wipro VisionEDGE+ extends this power to brands and retailers to transform every customer store visit into a personalized journey."

“The retail revolution is fuelled by connectivity and AT&T’s next-level network infrastructure serves as a secure and reliable foundation for Wipro VisionEDGE+. This solution showcases our collaborative approach to help businesses unlock new insights to drive success in the digital era,” said **Sarita Rao, Senior Vice President, AT&T Partner Solutions.**

"We are proud to complement Wipro VisionEDGE+ with our secure and intelligent networking solutions focused on retail environments," said **Tim Coogan, Senior Vice President at Cisco.** "With a simple network management platform experience, cloud-driven automation and innovation across our partner ecosystem, Cisco’s partnership with Wipro will help drive measurable outcomes for shared customers in the retail sector."

### **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.