



## **Wipro Wins Managed Services Contract from DEN Networks**

*The Partnership will Foster First of its Kind End-to-End Cloud Based solution for the Cable and Broadband Business of DEN Networks*

**Bangalore, India, June 2, 2014:** Wipro Limited (NYSE:WIT), a leading Global Information Technology, Consulting, and Outsourcing company, today announced a strategic partnership with DEN Networks Limited, a leading Indian cable distribution company, to revolutionise customer experience for the Cable and Broadband businesses of DEN networks. The alliance will help in accelerating DEN Networks' evolution from being a B2B organisation, to a B2C organisation.

The strategic partnership is aimed at empowering DEN Networks' customers with seamless connectivity and integration. Through this decade-long alliance, DEN Networks will be able to provide its Customers, Local Cable Operators (LCOs) and Partners with real time efficient services, thereby ensuring continuous engagement and zero downtime. The initiative will also help DEN Networks to streamline the deployment of its next generation services and provide quicker service activation, accurate rating and billing, and excellent customer service.

This agreement will allow DEN Networks' to offer SMS and BSS user friendly solutions that will allow cable operators to deliver more personalized and sophisticated services to cable and broadband subscribers at sharply improved delivery time.

Commenting on the partnership, **Soumitro Ghosh, Chief Executive, Wipro Infotech** said, "We are delighted to be chosen as a strategic partner for DEN. Wipro will leverage its extensive experience in business and technology transformation, combined with platform-driven integrated delivery of IT to ensure we deliver a robust, flexible and scalable infrastructure to help DEN do business better."

**Anil K. Jain, Sr. Vice President & Business Head- Global Communications, Wipro Ltd** said, "This partnership will enable both the companies to meet the changing needs of the customer, providing them with more choices and market solutions, using a blend of onboard and cloud-based distributed analytics. Our user-centric architecture and expertise in the broadband & cable space will help DEN Networks engage with customers at a deeper level."

**M. G. Azhar, COO, DEN Networks** said, "As the industry continuously evolves, it is imperative to drive innovations for an enhanced customer experience. This initiative will help us connect better with our customers, and meet operators' demand for quicker and accurate dissemination of a variety of services, thereby driving increased loyalty, adoption and efficiency. We are looking at automating our backend processes as a part of this deal, to provide a seamless subscriber experience and build customer loyalty."

The cloud based platform will use a highly extendible patented model that consolidates all subscriber, product, service and infrastructure based operational data, allowing operators to

**DEN Networks Limited**

236, Okhla Industrial Estate, Phase III, New Delhi - 110 020

T: +91 11 40522200, F: +91 11 40522203, W: [www.dennetworks.com](http://www.dennetworks.com)

**CIN No. : L92490DL2007PLC165673**



reliably and rapidly create and manage a wider range of residential and business products that deliver increased operational efficiency and a greater user experience.

#### **About Wipro Ltd.**

Wipro Ltd. (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing 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" - helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner's approach to delivering innovation, and an organization wide commitment to sustainability, Wipro has a workforce of 140,000 serving clients across 61 countries. For more information, please visit [www.wipro.com](http://www.wipro.com)

#### **About DEN Networks Limited**

DEN Networks Limited is India's leading cable TV distribution company reaching an estimated 13 million households in over 200 cities across India. The company has been one of the frontrunners in the cable TV digitisation process and has over 5.7 million digital cable subscribers.

DEN is present in 13 key states across India including Delhi, Uttar Pradesh, Karnataka, Maharashtra, Gujarat, Rajasthan, Haryana, Kerala, West Bengal, Jharkhand and Bihar. The company has a leading presence in the economically important Hindi Speaking Markets (HSM) belt.

DEN Digital – DEN's digital cable services brand is one of the market leaders in India's digital television space. DEN Digital offers a wide choice of channels and services spanning all major genres and languages along with cutting edge value added services (VAS).

The company is fully geared to launch its superfast broadband services. DEN plans to offer speeds up to 100 Mbps and is looking at an extensive rollout for the service across its subscriber base.

DEN aims to become the default destination for entertainment, information and interactivity for the Indian family.

For more information, please visit our websites at <http://www.dennetworks.com>

#### **Media Contacts:**

Purnima Burman

Wipro Limited

+91 80 39918018

[purnima.burman@wipro.com](mailto:purnima.burman@wipro.com)

#### **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,

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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.



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