

**February 14, 2017**

The Manager – Listing  
BSE Limited  
(BSE: 507685)

022 22723121

The Manager – Listing  
National Stock Exchange of India Limited.  
(NSE: WIPRO)

022 26598237

The Market Operations,  
NYSE, New York  
(NYSE: WIT)

0012126565780

Dear Sir,

**Subject: Press release**

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

**For WIPRO LIMITED**

**M Sanauilla Khan  
Company Secretary**

Encl: As Above



## Wipro Builds Industry-Focused Big Data Analytics-as-a-Service Platform on IBM Bluemix

*Data Discovery Platform, a 'pay-per-insight' model analytics solution, enables faster data-driven decisions, customized by industry*

**Bangalore, India, and East Brunswick, New Jersey, USA – February 14, 2017:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, today announced it is delivering analytics-based insights for specific industries with the Data Discovery Platform, its newest big data analytics-as-a-service solution. Built with IBM BigInsights and IBM dashDB and developed on Bluemix, IBM's cloud platform, the solution accelerates insight-driven decision making through pre-built applications for specific industries, such as banking and financial services, retail, energy, education and manufacturing.

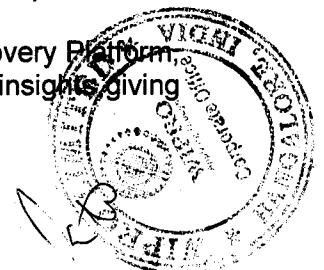
In many organizations, internal and external data exist in silos across the company, making it difficult and expensive to collect and analyze. The Data Discovery Platform helps businesses unlock the true value of their structured and unstructured data to deliver insights customized to the customer's industry sector.

Wipro and IBM developers collaborated on the solution which is available in an outcome-based 'pay-per-insight' cloud delivery model. It has been customized for a number of specific industries and their associated overall processes, including:

- **Banking and financial services** to reduce customer attrition, forecast sales volume, segment customers, create revenue models and predict claims subrogation
- **Education** to improve graduation rates by identifying positive and negative academic and non-academic influencers and creating student risk profiles
- **IT** to monitor data operations and predict batch delays and failures in real time
- **Energy** to detect anomalies, predict fraud and profitability in energy trading
- **Marketing** to automate, configure and integrate social feed monitoring
- **Manufacturing** to measure the health of individual assets and develop predictive maintenance schedules
- **Mining** to predict maintainability of assets and reduce risks in work environments
- **Retail** to understand customer behavior inside stores using WiFi logs and iBeacon traces, recommend product bundling and identify factors influencing store performance.

The Data Discovery Platform offers a unique value proposition driving an accelerated time to market for insights, resulting in augmented and better decision-making. The solution's modular, approach, coupled with machine learning, natural language processing, visualization and stream computing capability enable flexible and scalable responses to dynamic business requirements.

"Today's businesses, without exception, have to be disruptive. Wipro's Data Discovery Platform, built on IBM's Cognitive and Cloud Platforms offers clients immediate access to insights giving



Marketing Press Release

them a competitive edge. IBM and Wipro are working together to help our customers discover the value of their existing data while leveraging leading-edge cloud and cognitive technologies," said **Pallab Deb, Vice President & Global Head - Analytics, Wipro Limited.**

"As businesses transition into cognitive enterprises, it is not enough to simply leverage big data platforms. Companies need to generate true, business changing insights that can pull data from wherever it might be stored," said **Stephen Crain, Business Unit Executive, Global System Integrators, IBM.** "By incorporating IBM BigInsights and IBM dashDB into Wipro's Data Discovery Platform, Wipro clients will be able to accelerate their transformation into cognitive enterprises."

In October 2015, Wipro and IBM announced a collaboration wherein Wipro would use the IBM Bluemix cloud platform for the agile creation and deployment of mobile, analytics and machine learning solutions for clients around the world. The Data Discovery Platform is one of the solutions from Wipro to be built on the Bluemix platform.

To learn more about Wipro's Data Discovery Platform, visit <http://www.wipro.com/microsite/ddp/>

### **About Wipro Limited**

Wipro Limited (NYSE:WIT, BSE: 507685, NSE: WIPRO) is a leading information technology, consulting and business process services 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." By combining digital strategy, customer centric design, advanced analytics and product engineering approach, Wipro helps its clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, Wipro has a dedicated workforce of over 170,000, serving clients across 6 continents. For more information, please visit [www.wipro.com](http://www.wipro.com)

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### **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.

