



## **Chelsea Football Club Partners With Wipro to Transform their Digital Journey, Fan Engagement and In-Stadia Experience**

*Wipro comes on-board as Chelsea FC's official Digital and IT Partner*

London, United Kingdom & Bangalore, India, September 3, 2015 - Wipro Limited, (NYSE:WIT), a leading global information technology, consulting and business process services company, today announced that it has been chosen by Chelsea Football Club as its official digital and IT partner.

Chelsea FC, the reigning champions of the English Premier League, is one of the earliest adopters of digital to engage and differentiate themselves – both as a team and as a club. Wipro will support Chelsea FC in this transformation journey by bringing together strategy, design and technology.

The partnership will help Chelsea FC re-imagine the digital and technology experience. As one of the world's leading sports brands, Chelsea FC will work with Wipro to create experiences for millions of fans that span not only the in-stadium, game-day experience but also their digital experience, anytime and anywhere.

Commenting on the partnership, **Rajan Kohli, Senior Vice President and Global Head, Wipro Digital** said, "Chelsea FC is renowned for its commitment to excellence and developing passionate fans across the world. Their confidence in Wipro Digital is a testament of our value proposition for global sports and gaming entities. Our unique 'Customer Journey Engineering' methodology will enable Chelsea FC to continue to be a preeminent digital brand."

**Christian Purslow, Managing Director, Chelsea FC** said, "Wipro is a leading global company delivering world-class services that put their customers at the heart of everything they do – we plan on using this partnership to truly enhance the fan experience for millions of Chelsea supporters worldwide. Wipro's expertise in building winning propositions that sit at the intersection of strategy, design and technology will help sustain our position as the digital leader in global sport."

It is also exciting for Chelsea FC to enter into a global partnership with Wipro given their significant presence and brand coverage in India - a market where we have over 50 million passionate supporters and where there is great potential to further build our fan base."

### **About Wipro Ltd.**

Wipro Ltd. (NYSE:WIT) 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" - 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 over 150,000, serving clients in 175+ cities across 6 continents. For more information, please visit [www.wipro.com](http://www.wipro.com)

### **About Chelsea Football Club**

Chelsea Football Club is one of the world's top football clubs. The current Premier League champions, Chelsea were UEFA Champions League winners in 2012, following that success by lifting the UEFA Europa League trophy in 2013. Founded in 1905, Chelsea is London's most central football club, based at the iconic 42,000-capacity Stamford Bridge stadium.

Nicknamed 'The Blues', Chelsea are four-time English Premier League champions and have also lifted the FA Cup seven times, the Football League Cup five times, the UEFA Cup Winners' Cup twice, the UEFA Super Cup once and the Football League Championship once, in 1955. The Europa League triumph saw Chelsea become the first English club to win all three major UEFA competitions, and the first club ever to hold both the Champions League and Europa League at the same time.

In addition to possessing some of the world's most recognisable players, Chelsea is coached by Jose Mourinho, one of the most successful figures in the game.

Chelsea has also invested in its future with a state-of-the-art Academy and training centre in Cobham, Surrey. Since its opening in 2007, the club has reached six FA Youth Cup finals, lifting the trophy four times and in 2015 lifted the UEFA Youth League for the first time as well as the Youth Cup.

Additionally, the Chelsea Foundation boasts one of the most extensive community initiatives in sport, working in 30 countries around the world, helping improve the lives of more than 900,000 children and young people each year.

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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.

