

May 19, 2016

The Manager – Listing
BSE Limited
(BSE: 507685)


022 22723121

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

022 26598237

Dear Sir,

Subject: Marketing Press release

We are enclosing a marketing press release announcing that Designit, a global strategic design firm and part of Wipro Limited today announced the opening of its U.S. headquarters in New York City's Union Square. This  does not attract disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirement), 2015 and is being sent to the Stock Exchanges for information.

For WIPRO LIMITED



G Kothandaraman
Head- Secretarial and Compliance

Encl: As Above



Designit, a Wipro company, Announces Opening of Flagship New York City Office & Membership in Partnership for New York City

As part of the company's New York City arrival, Designit releases survey results around the city's most creativity inducing landmarks

New York City, NY and Bangalore, India, May 19, 2016 – Designit, a global strategic design firm and part of Wipro Limited, today announced the opening of its U.S. headquarters in the heart of New York City's Union Square. The new office will serve as a global center for Designit's product-service innovation and experience-driven design services.

Wipro Limited also announced it has joined the Partnership for New York City to mark Designit's entry into the city and commitment to growing New York as a center of innovation, particularly in design and technology. The Partnership's business leadership network works with the government, labor and the nonprofit sector to promote economic growth and maintain the city's position as a global business center.

"The Partnership for New York City represents international business leaders and promotes New York City as a global hub for business and innovation. We see this association as a perfect fit as we grow and support our clients in North America," said **Abidali Z. Neemuchwala, Chief Executive Officer and Member of the Board, Wipro Limited.**

"Together, Designit and Wipro Digital form an amplified value proposition — creating meaningful experiences and impactful solutions at the intersection of design and technology. New York has the talent and clients to realize these reimagined experiences," said **Rajan Kohli, Senior Vice President and Global Head, Wipro Digital.**

To celebrate Designit's arrival in New York City and to recognize the city's creative roots, Designit has released a survey revealing where New Yorkers do their best and most imaginative thinking. It's no surprise that New Yorkers find the hustle and bustle of the Big Apple inspirational: Over two-thirds of the 1,000 New Yorkers surveyed said the white noise of the city is more conducive to creativity than the quiet of the suburbs.

The survey also found that:

- More than half of New Yorkers polled feel Central Park is the best place to get creative thinking done, followed by the Met and Times Square.
- 7 out of 10 working New Yorkers polled feel that the office conference room is a horrible environment for creative brainstorming.
- New Yorkers come up with an average of 4 creative ideas per week while riding on the subway.

"New York City is one of the most vibrant and inspirational cities. We're excited to be a part of one of the most innovative environments globally, and as a design firm we know that the Big Apple will drive us to develop even better ideas. We look forward to contributing to New York's



position as the world's lab for tech, design and product-service experiences," said **Mikal Hallstrup, Founder and Global CEO, Designit.**

About the Designit New York City Inspiration Survey

The Designit New York City Inspiration survey was conducted by Wakefield Research. One thousand New Yorkers, defined as those living within New York City's five boroughs, were polled between May 4th and 11th, 2016, using an email invitation and online survey.

About Wipro Limited

Wipro Limited (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." 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 160,000, serving clients in 175+ cities across six continents. For more information, please visit www.wipro.com.

Wipro Digital, the digital business unit of Wipro, collaborates and iterates with clients to deliver customer-centered digital transformation. Working at the intersection of strategy, design and technology, Wipro Digital derives insight, shapes interaction, drives integration and unlocks innovation for clients. Learn more at www.wiprodigital.com or [@wiprodigital](https://twitter.com/wiprodigital).

About Designit

Designit is a global strategic design firm, helping businesses and institutions tap into the opportunities in the digital age by turning technology into meaningful experiences. With an international team of 400+ designers, strategists, and technologists across 12 offices, Designit uses a Strategic Design Process to design unified product-service experiences that bring end-user value, business value and business transformation. It combines strategy, technology and design to drive growth and change across industries. Its vision is a human-shaped world. Now part of Wipro Limited, learn more at www.designit.com or [@designit](https://twitter.com/designit).

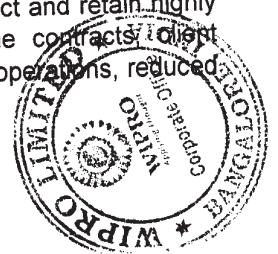
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Forward-looking and Cautionary Statements

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. 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.

