



February 3, 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**

**G Kothandaraman**  
**Head- Secretarial and Compliance**

Encl: As Above



## **Wipro rated as a Top Digital Service Provider in Retail by Zinnov**

**Bangalore, India and East Brunswick, New Jersey, USA, February 03, 2017** - Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting, and business process services company, today announced that it has been ranked as a "leader" in the 'Zinnov zones for Digital Services in Retail – 2016' research report by Zinnov Management Consulting.

Zinnov estimates a total digital spending of ~ \$70B by retailers globally in 2016; with the market size expected to reach \$150B by 2020, growing at over 20% per annum. The report provides a snapshot of a digitally-enabled modern retail enterprise and the impact of digital transformation in the retail industry, across its entire value chain.

Zinnov conducted an analysis of 21 digital service providers across the globe focused on providing digital services to retailers. Wipro was ranked in the leadership Zone and was ranked as one of the top digital services providers for retailers in the assessment done basis capabilities and client feedback.

Apart from an overall rating, the report also provides a relative positioning of service providers across 6 key retail sub segments - Marketing and Sales, Store Operations, Supply Chain Management, Merchandising, Customer Experience and Online Commerce. Wipro was ranked in the Leadership zone in all the 6 sub segments.

"Wipro came out among the top digital retail services providers in the Zinnov Zones assessment among global service providers that Zinnov evaluated. The company has a large base of relevant talent pool comprising big data professionals, retail domain experts, solution architects, UI developers and UX designers. Wipro's capabilities across the spectrum of retail digital services from design to implementation are complemented by their investments in building a portfolio of over 45 platforms, frameworks and solutions/products," said **Praveen Bhadada, Partner and Digital Practice Head, Zinnov**. "Wipro's strength in digital retail services spanning Store Operations, Supply Chain Management, and Merchandising leverages capabilities across cloud, mobility, IoT and AI to provide connected, personalized and omni channel customer experience. A mature analytics services portfolio catering to social media, in-store and web channels as well as significant experience in deploying online commerce platforms such as Oracle ATG, Hybris, and Websphere makes Wipro a true new age digital partner for retailers globally," he added.

"Digitalization is central to driving the future of retail and our focus in Retail Digital services has been towards industry leading innovation and offerings that enable our customers to win the future. We are delighted to have been ranked in the Leadership Zone for our Digital Services in Retail," said **Srini Pallia, President - Consumer Strategic Business Unit, Wipro Limited**.



## Marketing Press Release

**Hari Shetty, Global Head- Retail vertical, Wipro Limited** said, "It is an honor to be recognized as a leader in digital services for the retail industry. We take pride in helping our retail clients embrace digital disruption and help them to win in a hyper competitive market place, through our investments in the digital value chain: 'think it - design it – build it – run it'. The rating we have received reflects the confidence of our clients in having Wipro helping them in their digital transformation journey."

The full report can be accessed at: <http://www.slideshare.net/zinnov/zinnov-zones-digital-in-retail>.

### 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.

