



May 11, 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: Press release**

We are enclosing a marketing press release announcing that Wipro Limited has entered into a strategic partnership with Etiya, the Leading Independent software Vendor that provides services to transform the Communications and Digital Service Provider's. This is a Marketing Initiative of Wipro Limited and does not attract disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirement), 2015 and being sent to the Stock Exchanges for information.

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 and Etiya Announce Strategic Partnership

*To enable Communication Service Providers deliver Digital Services*

**Bangalore, India and Istanbul, Turkey – May 11, 2016:** Wipro Limited (NYSE:WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, today announced a strategic partnership with Etiya, the leading Independent Software Vendor that provides services to transform the Communications and Digital Service Providers' businesses.

The joint solution, offered by Etiya and Wipro, provides Communication Service Providers with capabilities which allow them to deliver digital services that addresses the requirements of the future market and customer expectations. The customer experience is focused around domains such as Sales and Marketing, Omni Channel Access, Social Listening and Analysis & B2B Extensions.

The functional coverage provided is across Offer Design, Order Capture & Order to Bill, with multichannel interactions integrated with a set of library of use cases that enables transformation into Digital Space, seamless. The Omni-channel Commercial Solution enables Communication Service Providers (CSP) receive a Unified Experience at every touch point. Etiya-Telaura suite integrated with Wipro RAPIDs platform will enable CSPs to transform to DSPs (Digital Service Providers) there by providing digital experience to its subscribers. The benefits seen are around Social listening, Multi-channel Marketing, Social/Customer information analysis and Sales and Billing catalog synchronization from a Digital Service Providers perspective.

"This partnership brings together Wipro's in-depth knowledge of Communication Service Providers (CSPs) and the best of Etiya's product capabilities and will help in facilitating the delivery of the complete Business and Operations Support Systems to customers as well as help in exploring new market opportunities. The joint product solution will also focus on enabling better business agility and operational flexibility with minimal impact on the Communication Service Provider's business operations," said **Anil K Jain, Sr. Vice President, Communications, Wipro Limited.**

"Etiya's alignment to Wipro is a strategic corporate growth strategy which has been validated by strong market wins and interests. Together, our combined products and expertise, provides differential business and operational performance to Digital Service Providers (DSPs) and CSPs," said **Chun-Ling Woon, CEO of Etiya (International).**

Etiya's Telaura Suite offers a completely integrated application which can be available on-cloud or on-premise. It simplifies the Communication Service Provider's product and service offerings providing a platform for CSPs to migrate into the DSP space.



### **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." 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 6 continents. For more information, please visit [www.wipro.com](http://www.wipro.com)

### **About Etiya**

Etiya is the leading Independent Software Vendor providing comprehensive Telco CRM, Catalog-Driven B/OSS, Social CRM, and Big Data Analytics to Communication & Digital Service Providers. With its award-winning innovative products, rapid deployments, and end-to-end implementation capabilities, Etiya provides the most complete offer in the market. Etiya's showcase product Telaura Suite is NFV/SDN-ready, CPQ-featured and its latest launches comprise e-Commerce, Billing Management, and Event-Driven Marketing. Etiya is a nominee for TM Forum's Outstanding Contribution to Enabling Improved Business Agility Award 2016 and the winner of the TM Forum Excellence Award for Customer Centricity 2015. For more information about Etiya, please visit [www.etiya.com](http://www.etiya.com)

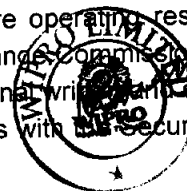
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### **Forward-looking and Cautionary Statements**

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.

