



## **Wipro Digital Selected by the Lawn Tennis Association as Digital Technology Services Partner**

*Partnership to focus on building the future of British Tennis*

London, United Kingdom & Bangalore, India, June 15, 2015 – Wipro Digital, the digital business unit of Wipro Ltd. (NYSE:WIT), a leading global information technology, consulting and business process services company, today announced that it has been appointed by the Lawn Tennis Association (LTA) as its official digital technology services partner for three years.

LTA, the governing body for Tennis in Great Britain, is looking to develop an IT and digital roadmap to drive its strategy, which focuses on increasing participation in the sport of Tennis. Wipro Digital will assist LTA in achieving its strategy and high performance vision - to build the future of British Tennis - by enabling its digital transformation. Both parties will work together to identify areas where they can collaborate.

Wipro's digital expertise is centered on driving customer experience through the intersection of strategy, design and technology to deliver end-to-end solutions for its customers, starting from conceptualization, service design to implementation.

Commenting on the partnership, **Rajan Kohli, Global Head – Wipro Digital** said "We are delighted to be associated with the LTA and the exciting sport of Tennis. There is no doubt that our association with one of Tennis's foremost associations will be highly rewarding. In addition, we are confident that our unique 'Customer Journey Engineering' methodology will enable LTA to identify, build and shape talent, and contribute to its larger vision of redefining and reimagining the future of British Tennis."

**Michael Downey, Chief Executive, Lawn Tennis Association** said, "We are thrilled that Wipro is our partner to transform our ability to use digital methods to connect with players, coaches and the public. Wipro is a leading global company who delivers world class services that puts their customers at the heart of everything they do. Their expertise in IT and Digital solutions will allow all areas of British Tennis to better support our mission of getting more people playing Tennis more often."

### **About Wipro Digital**

Wipro Digital collaborates with clients to deliver customer-centered digital transformation. Working at the intersection of strategy, design and technology, we derive insight, shape interaction, drive integration and unlock innovation for our clients. Drawing on over 150,000 employees across Wipro, we engineer extraordinary experiences for global



brands, businesses and their customers at scale. Learn more at [wiprodigital.com](http://wiprodigital.com) or [@WiproDigital](https://twitter.com/WiproDigital).

#### **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 LTA**

The Lawn Tennis Association (LTA) is the national governing body for Tennis in Great Britain, responsible for developing and promoting the sport with a mission to get more people playing Tennis more often. It does this under the consumer brand of British Tennis, by working with a broad range of partners and over 25,000 volunteers, to grow the game in communities, clubs and schools. The LTA represents the interests of over 500,000 British Tennis Members, men and women, girls and boys across the country, playing on more than 23,000 courts. The LTA runs and supports a network of 11,500 approved tournaments for players of all ages, the cornerstones of which are five grass court pro events leading up to Wimbledon, held in Nottingham (ATP & WTA), Birmingham (WTA), Queen's Club-London (ATP) and Eastbourne (WTA), all of which are title sponsored by Aegon, our lead Partner who is helping transform the sport in this country. The LTA works in partnership with its charitable entity, the Tennis Foundation, to provide a Tennis provision for almost 20,000 schools, disadvantaged youth as well as promoting Tennis as an inclusive sport for anyone with a disability. For further information about the LTA and British Tennis, and to review the British Tennis strategy for 2015 – 2018 visit [www.lta.org.uk](http://www.lta.org.uk) or follow us on Twitter [@BritishTennis](https://twitter.com/BritishTennis).

Current partners of British Tennis include Lead Partner Aegon, the global life and pensions firm. They are joined by BNP Paribas, Highland Spring, Babolat, La Manga Club, Moët & Chandon, Nike, Rado, Ricoh, Virgin Active, Hackett, Europcar and Quorn.

For more information on the LTA and British Tennis, visit: [www.lta.org.uk](http://www.lta.org.uk)

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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.

