



**March 15, 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 and Harte Hanks to Offer Marketing Technology Services**

*The teaming brings next generation data and analytics to marketers*

**East Brunswick, New Jersey, USA and Bangalore, India – March 15, 2017** : Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company today announced its partnership with Harte Hanks to offer marketing technology services. As part of the multi-year engagement, Wipro will upgrade Harte Hanks' data analytics and applications platform, create a scalable operating model and simplify IT related processes for the company. Harte Hanks (NYSE: HHS), is an American marketing services company specializing in omni-channel marketing solutions including consulting, strategic assessment, data, analytics, digital, social, mobile, print, direct mail and contact center.

Additionally, the two companies will jointly go-to-market with marketing technology services aimed at the needs of Chief Marketing Officers. This includes jointly marketing the Signal Hub platform, an end-to-end Big Data analytics platform from Opera Solutions, which leverages a unique architecture and cutting edge technologies such as machine learning and artificial intelligence to generate behavioral insights for marketers.

In order to be effective, marketers need to better understand their customer, which requires investments in the form of technology and marketing tools. By bundling marketing and technology solutions in the value proposition, Harte Hanks and Wipro offer an integrated solution, which addresses marketing needs in a holistic manner.

**Karen Puckett, Harte Hanks Chief Executive Officer** said, "We believe that combining Harte Hanks' agency expertise with Wipro's global technology systems delivery capability will help us offer marketers a great value proposition. Wipro's strong reputation with CIOs and CTOs as a leader in IT services and systems integration combined with Harte Hanks' strength in marketing services and mindshare within the Chief Marketing Officer community will complement each other, and greatly benefit our customers. We have already witnessed some early success with marquee wins, together."

**Srini Pallia, President, Consumer Business, Wipro Limited** said, "With evolving customer preferences, consumer brands and clients expect more meaningful, consultative industry insights from their marketing partners. The focus has shifted from a segment-based targeting strategy to one that establishes a one-on-one, personalized relationship with end customers. Wipro's investments in cognitive & data insights platforms and ready-to-deploy technology solutions is a key enabler in this journey. With the Harte Hanks partnership, Wipro is expanding its catalog of services, and is geared to offer Marketing as a Service to its marquee clients. We are excited about this partnership, and are already witnessing good traction with our existing client base."



### **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)

### **About Harte Hanks**

Harte Hanks is a global marketing services firm specializing in omni-channel marketing solutions that connect our clients with their customers in powerful ways. Experts in defining, executing and optimizing the customer journey, Harte Hanks offers end-to-end marketing services including consulting, strategic assessment, data, analytics, digital, social, mobile, print, direct mail and contact center. From visionary thinking to tactical execution, Harte Hanks delivers smarter customer interactions for some of the world's leading brands. Harte Hanks 5,000+ employees are located in North America, Asia-Pacific and Europe.

We invite you to learn more about us by visiting our website at [www.hartehanks.com](http://www.hartehanks.com) and call 800-456-9748/ email us at [pr@hartehanks.com](mailto:pr@hartehanks.com). Follow us on Twitter@ [hartehanks](https://twitter.com/hartehanks) and Facebook at <https://www.facebook.com/HarteHanks>.

*As used herein, "Harte Hanks" refers to Harte Hanks, Inc. and/or its applicable operating subsidiaries, as the context may require. Harte Hanks' logo and name are trademarks of Harte Hanks.*

### **Media Contact:**

Shraboni Banerjee

Wipro Limited

[shraboni.banerjee@wipro.com](mailto:shraboni.banerjee@wipro.com)

### **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.

