



May 2, 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

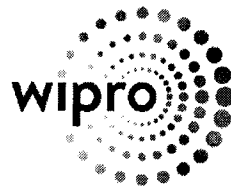
Dear Sir,

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 Limited Launches New Brand Identity; Rearticulates its Values

New brand identity underscores Wipro's commitment to transformation and evolving client expectations

East Brunswick, New Jersey, USA and Bangalore, India, May 2, 2017 – Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, today unveiled its new brand identity. The new brand identity signifies a higher level of engagement and brand permission that helps clients leverage Wipro's expertise to address their business requirements and drive future opportunities in this digital era.

The new brand identity marks Wipro's emergence as a trusted digital transformation partner to clients, delivering at global scale with increasingly localized capabilities, and leveraging hyper-automation, robotics, cloud, analytics, cognitive and emerging technologies.

This new brand identity also mirrors two key attributes cited by clients as unique to Wipro's brand: the integrated perspective that Wipro brings across multiple industries, technologies and geographies; and its ability to deliver innovation in ways that are most relevant for clients.

New logo

As part of the new brand identity, Wipro unveiled a new logo.

The new logo represents the way the company "connects the dots" for its clients: integrating deep technology and domain expertise, applying insights from across industries, and consistently delivering world-class integrated, end-to-end capabilities and services. The logo also highlights Wipro's strong technology heritage and reflects its capabilities for the future.

The styling of the brand mark gives it a sense of fluidity, resourcefulness, optimism and a connected world.

The individual elements in the logo represent ideas, insights, technologies, industries and geographies. The expanding pattern symbolizes a boundless Wipro. The four circles represent the Wipro Values, Employees, Clients & partners, and Communities. The blue of the word mark creates a sense of reliability and authority.

Along with its new identity, Wipro has also rearticulated the Spirit of Wipro, its core values: Be passionate about clients' success, Treat each person with respect, Be global and responsible, and Unyielding integrity in everything we do.

Azim Premji, Chairman, Wipro Limited said, "Our brand identity is a visual expression of what we do and mean, for our clients. And this is directly energized by our Values. The Values are our core and our beacon, the bedrock of our culture. Our rearticulated values connect and resonate deeply with the new, vibrant, brand identity."



Abidali Z. Neemuchwala, Chief Executive Officer and Executive Director, Wipro Limited said, "The new brand identity marks our journey of transformation in the digital world. Our brand refresh signals an even closer engagement with clients, greater innovation, and a deeper impact on their business. It is contemporary, reflecting the diversity and aspirations of our employees."

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

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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.

