



**March 04, 2022**

The Manager- Listing  
BSE Limited  
(BSE: 507685)

The Manager- Listing  
National Stock Exchange of India Limited,  
(NSE: WIPRO)

The Market Operations,  
NYSE: New York  
(NYSE: WIT)

Dear Sir/Madam,

**Sub: Press Release**

Please find attached herewith copy of the Press Release which is being released today.

Thanking you,

**For Wipro Limited**

**G Kothandaraman**  
**General Manager- Finance**

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**Designit**  
a wipro company



## **Nicolas Parmaksizian named CEO of Designit**

**Copenhagen, Denmark – March 04, 2022:** Designit, a Wipro company and a leading global experience innovation firm, today announced the appointment of Nicolas (Nic) Parmaksizian as Chief Executive Officer (CEO). In his new global role, Nic will focus on delivering the creative excellence, enhanced customer experiences and dynamic business innovation for which Designit has become known.

Nic joins Designit from Capco, a Wipro company, the global management and technology consultancy. As a Capco Partner and Head of Digital practice for eight years, Nic played an integral role in driving the growth of the practice in the US and UK. He built a renowned Digital Innovation team that has delivered digital transformation strategies for financial services organizations around the world.

As enterprises adapt to meet new customer needs and expectations, and seize fresh opportunities across global industries, Designit – backed by Wipro's powerful technology and consulting proposition – will continue to set new standards for connecting with customers through world-class capabilities, from brand to data and artificial intelligence, through to the latest technology and customer experience.

The demand for experience-led transformation continues to accelerate and is top-of-mind for chief marketing executives. A large majority (82%) of CXOs said they plan to change how their brands interact with customers to gain a competitive advantage and drive sustainable business growth, [Designit Research found](#).

“Our clients are led by purpose, brand, and experience transformation. Nic’s global perspective, backed by his unmatched digital experience, will allow us to help clients unlock business and human-centric outcomes in unprecedented ways,” said **Rajan Kohli, Managing Partner – Integrated Digital, Engineering and Application Services, Wipro Limited**.

**Nic Parmaksizian, CEO, Designit** said, “I am very excited to have been entrusted with taking the Designit business forward and have this incredible opportunity to work with the talented experts. I look forward to building on all the great work that has already been done to establish Designit as a leading global experience innovation firm, and I am committed to ensuring we realize our most ambitious view for the future.”

### **About Designit, a Wipro company**

Designit is a global experience innovation firm. We use strategy, technology, marketing, and design to turn complex and systemic problems into new opportunities, thoughtful, holistic experiences. We craft, launch, and continuously optimize products, services, brands, and systems that turn change into progress throughout organizations, brands, and beyond with progressive, long-term partners. To learn more, follow us @Designit and visit [www.Designit.com](http://www.Designit.com).

## **About Wipro Limited**

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 220,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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### **Forward-Looking Statements**

The forward-looking statements contained herein represent Wipro's beliefs regarding future events, many of which are by their nature, inherently uncertain and outside Wipro's control. Such statements include, but are not limited to, statements regarding Wipro's growth prospects, its future financial operating results, and its plans, expectations and intentions. Wipro cautions readers that the forward-looking statements contained herein are subject to risks and uncertainties that could cause actual results to differ materially from the results anticipated by such statements. Such risks and uncertainties include, but are not limited to, risks and uncertainties regarding fluctuations in our earnings, revenue and profits, our ability to generate and manage growth, complete proposed corporate actions, 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. The conditions caused by the COVID-19 pandemic could decrease technology spending, adversely affect demand for our products, affect the rate of customer spending and could adversely affect our customers' ability or willingness to purchase our offerings, delay prospective customers' purchasing decisions, adversely impact our ability to provide on-site consulting services and our inability to deliver our customers or delay the provisioning of our offerings, all of which could adversely affect our future sales, operating results and overall financial performance. Our operations may also be negatively affected by a range of external factors related to the COVID-19 pandemic that are not within our control. Additional risks that could affect our future operating results are more fully described in our filings with the United States Securities and Exchange Commission, including, but not limited to, Annual Reports on Form 20-F. 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.