



Welcome to Wipro US Analysts/Investors Interaction Session

Feb 8, '06
NYSE, New York



Wipro Overview

Sridhar Ramasubbu

Vice President

8, February, 2006

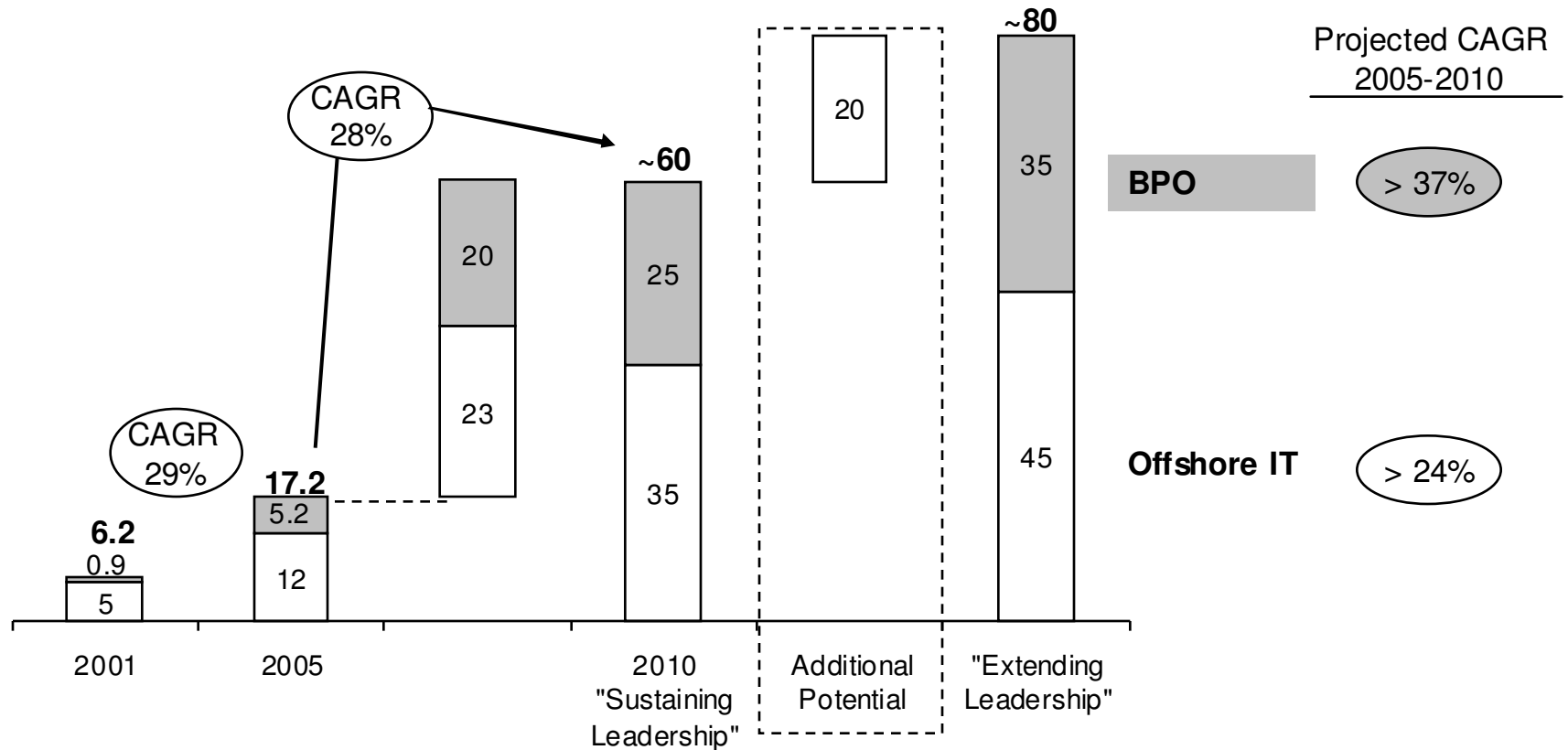
Safe Harbor



This presentation may contain certain “forward looking” statements, which involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those that may be projected by these forward looking statements. These uncertainties have been detailed in the reports filed by Wipro with the Securities and Exchange Commission and these filings are available at www.sec.gov. This presentation also contains references to findings of various reports available in the public domain. Wipro makes no representation as to their accuracy or that the company subscribes to those findings.

Emerging Market Opportunity for India

India's offshore IT and BPO exports, US \$ Bn.



- India's Offshore IT and BPO industries can achieve US \$ 60 Bn. in exports by 2010 if they sustain their current leadership.
- These industries could also aspire for an even bigger prize in the next five to ten years: an additional \$ 20 Bn. in exports by extending leadership through a targeted expansion of the Offshore market.

Industry Play Projected to Continue Strong Growth Rate

Source: NASSCOM McKinsey report 2005



Wipro - Culture of Success

Origin & Track Record

- Incorporated in 1945; IPO in 1946; listed on NYSE (WIT) in 2000
- 59 years track record of growth & profitability

Compounded Growth Rate- Over 59 Years:

Revenues: 21%, Net Income: 31%, M-Cap: 24%

- Entered IT business in 1980s; IT Services business launched in early nineties
- Over 90% of Revenue & 96% of EBIT comes from IT businesses

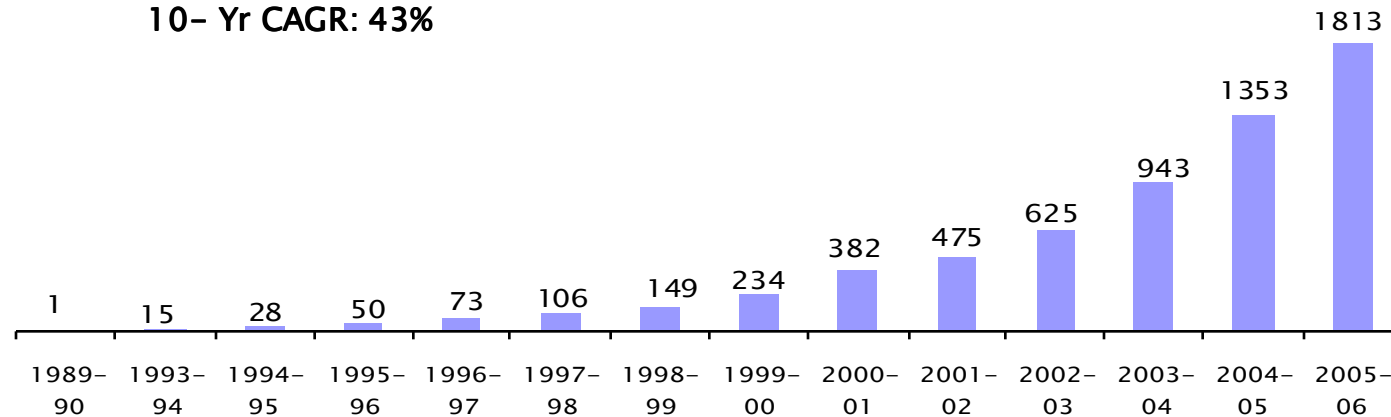
Snapshot of Global IT business:

- 35+ offices across North America, Europe and Asia
- People from 31 different nationalities
- Part of NYSE's TMT (Technology-Media-Telecom) Index, NSE Nifty Index and BSE Sensex

Global IT Services & Products

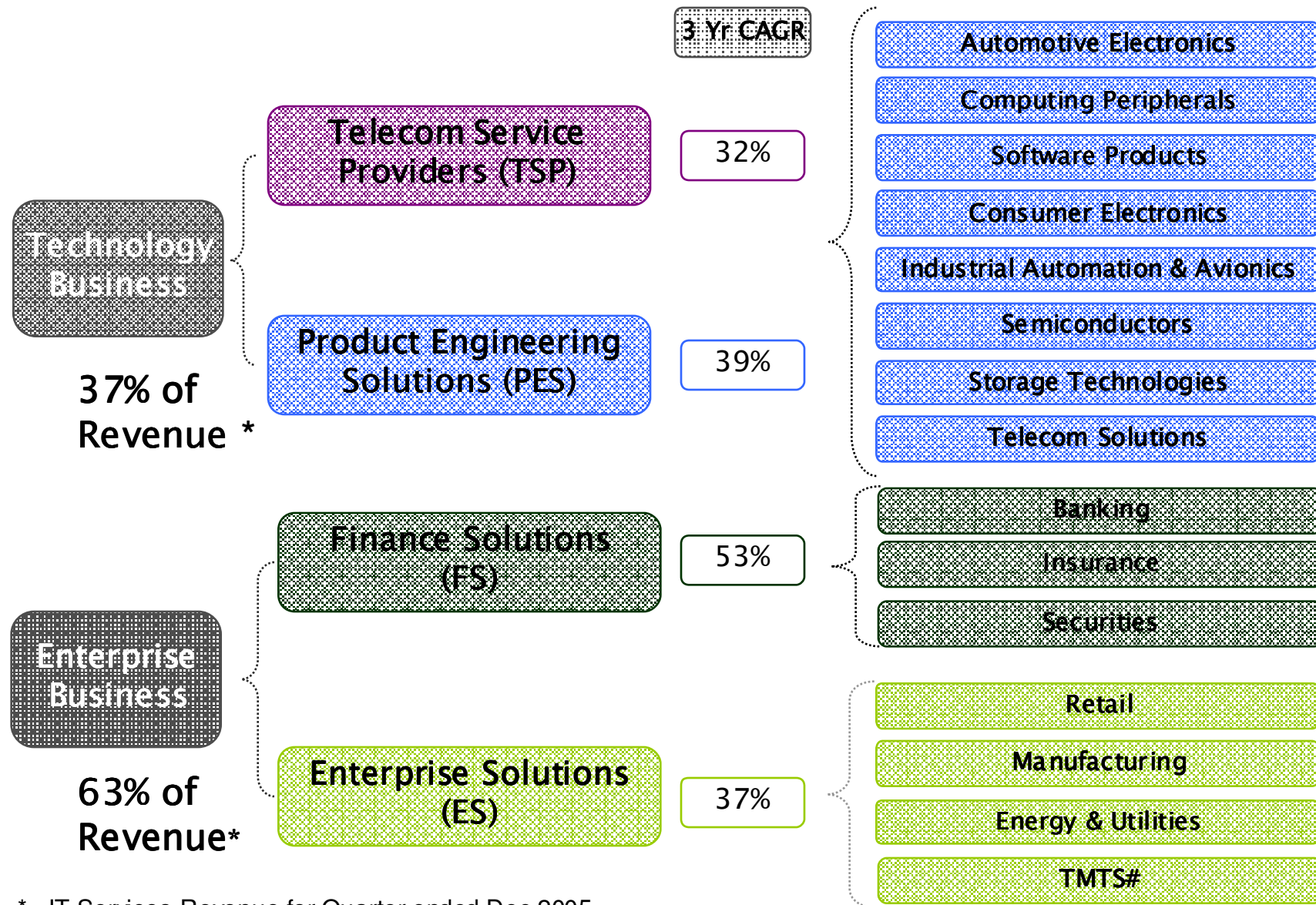
Revenues \$ Mn

10- Yr CAGR: 43%



Note: FY 05-06 Revenues= Actual Revenues for Q1,Q2 & Q3 + Guidance for Q4

Mining the Global Market : Verticalised Structure



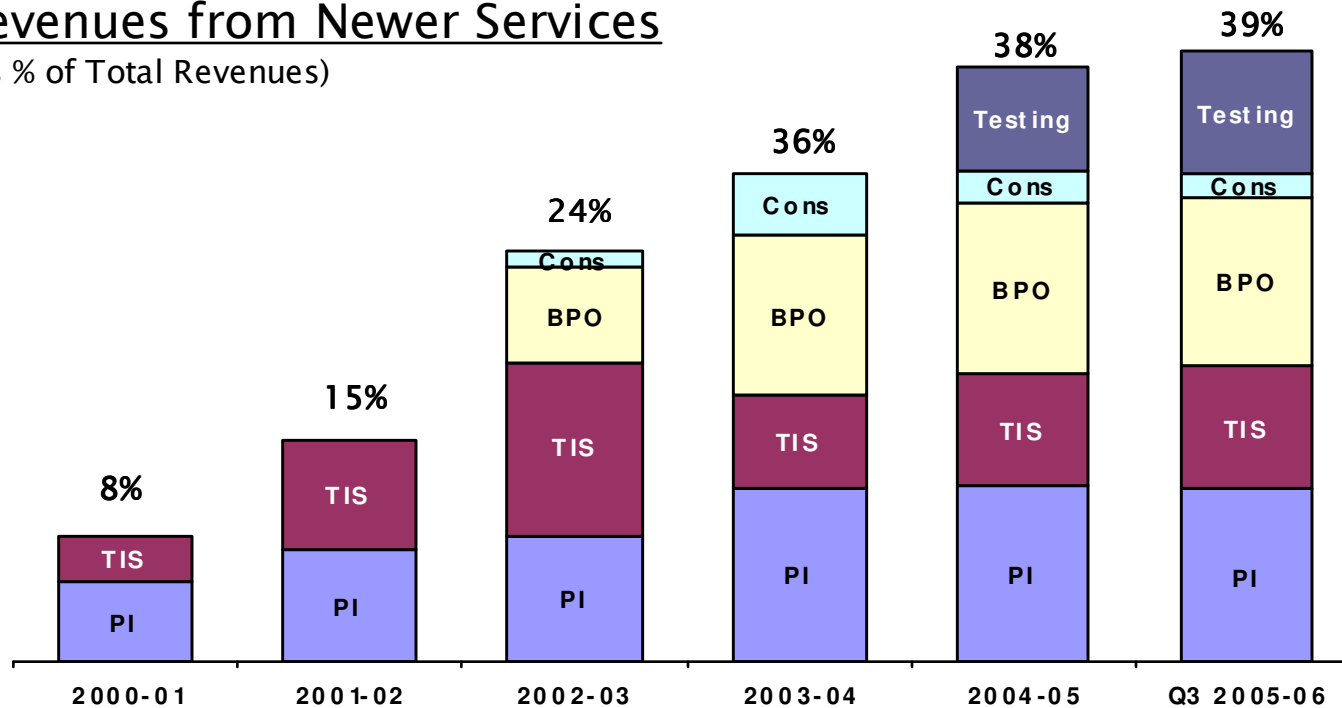
* - IT Services Revenue for Quarter ended Dec 2005

#Travel, Media, Transportation, Service

Innovating Global Delivery

Revenues from Newer Services

(As % of Total Revenues)



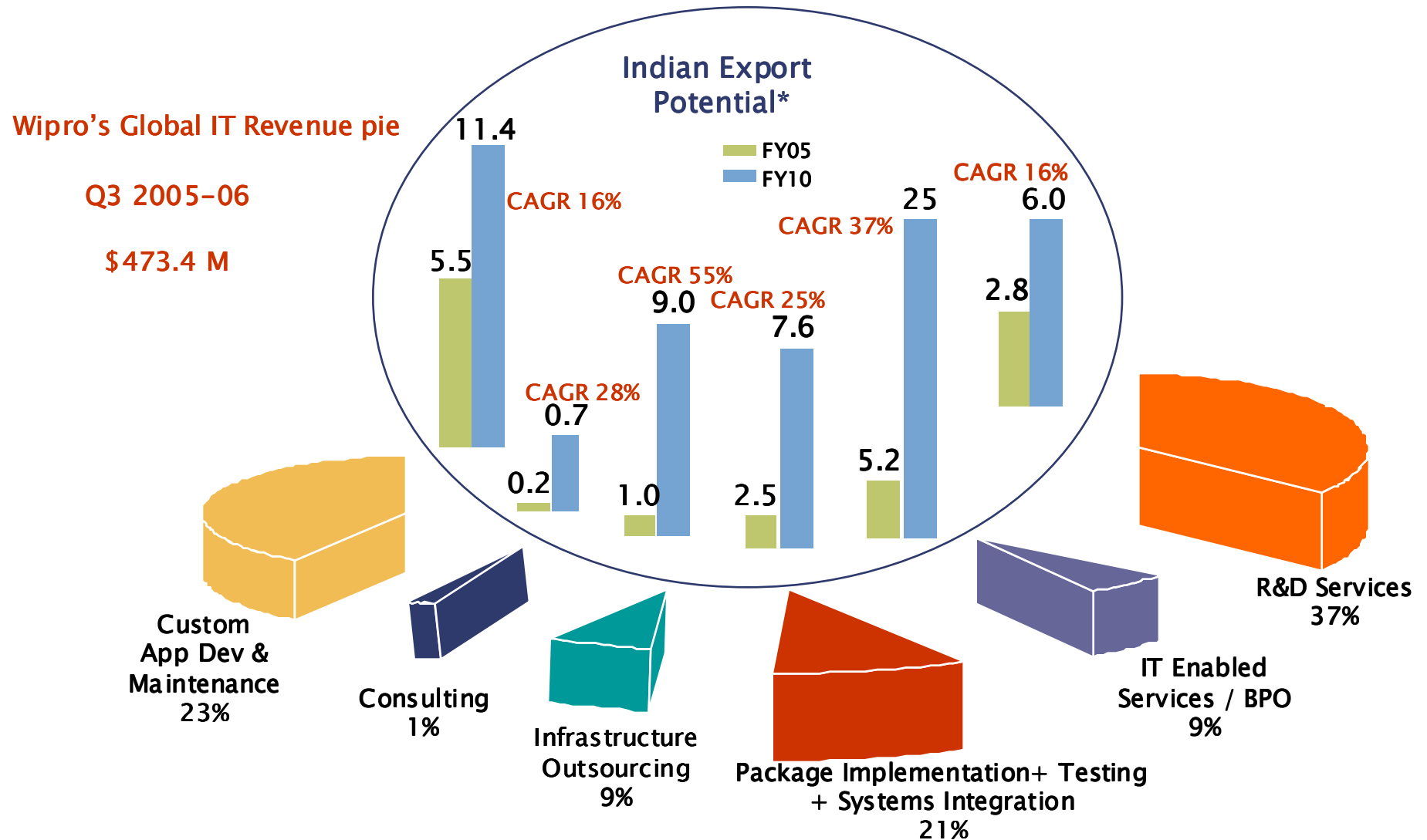
- New Services Revenue : 39% (up from 8% in 2000-01)
- Demonstrating remote delivery execution for traditional onsite services
- Leadership Position in Testing, TIS, BPO

Note: FY 05-06 data is for the quarter ended Dec 31, 2005

Consulting revenues used here are pure consulting revenues and do not include the consulting revenues embedded in vertical revenues

Some of Our Differentiators..

A Well-positioned Diverse Service Portfolio



- Source: Mckinsey-NASSCOM Study 2005, Company estimate (all figures in USD B)
- Percentages below the pie chart represent Wipro's distribution of Revenues for the Quarter ended December 2005

Some of Our Differentiators..





Strategic Acquisitions



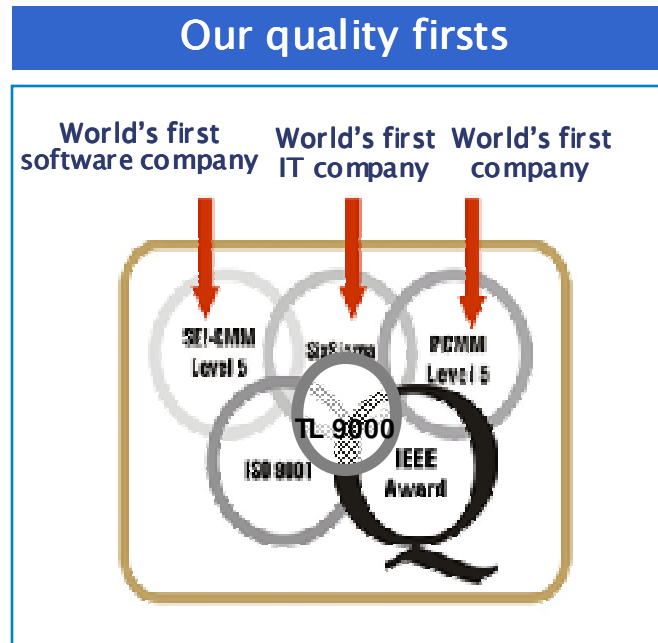
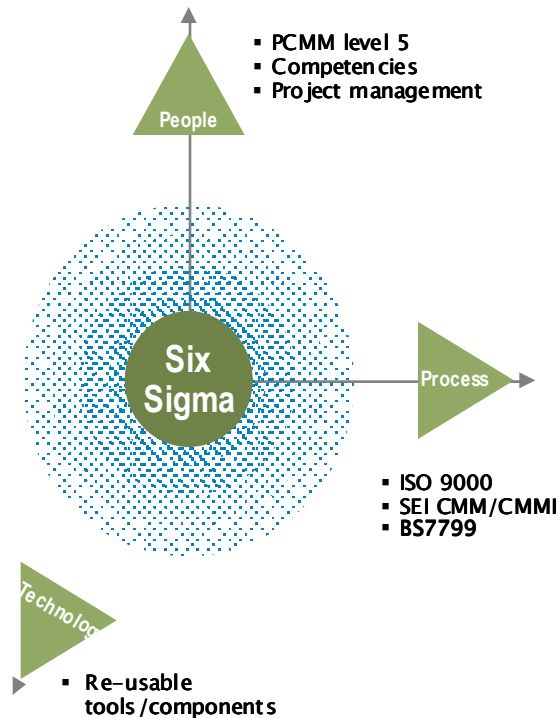
Acquisition Objectives:

- Deepening our domain competence
- Expanding or filling out our service lines
- Obtaining access to a new market
- Enhancing Technology footprint

'String of Pearls' Strategy:

Company	Spectramind 	AMS GEG	Nerve Wire 	New Logic 	mPower 
Space	BPO	E&U	Securities	Semi Conductors	Financial Services
Domain Specialist	2,500	90	100	120	351
Benefits, Access to	New Service Line	Consulting in Energy	Consulting in Securities	Wireless, RFID, Analog, IP	Payments Space

Some of Our Differentiators.. Process & Quality Focus



- 15,000+ employees trained in Six Sigma methodologies
- 204 certified black belts and 10 master black belts
- Over 700 PMI certified consultants, highest in India
- All fresh recruits undergo a 3 day Veloci-Q training
- 33% business parameters for the Wipro CEO relate to quality

Increased productivity	⇒	Efficiently	⇒	Lower development cost
Schedule adherence	⇒	On time every time	⇒	Lower schedule overrun cost
Phase containment	⇒	Right the first time	⇒	Lower maintenance cost

“Through a single-minded but judicious emphasis on quality as a guiding principle throughout its delivery processes, Wipro has shown impressive improvements in delivery capabilities, client satisfaction, and the ability to continually reduce the cost of services, which it aggressively passes on to its customers.” **Gartner**



Highlights of the Quarter ended December 31, 2005

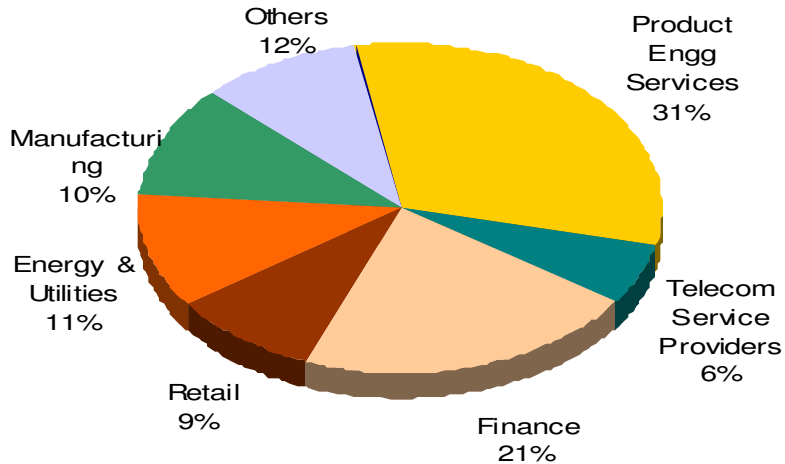
- Revenues at \$473.1 m (QoQ growth of 9.9%), ahead of guidance of \$463 m
- Strong volume growth in IT Services – Person–months billed up QoQ by 13% – both Offshore & Onsite volume
- Proportion of Revenue from Offshore projects up by 160 basis points to 46.9%
- Robust people addition continues – net addition of 5,189 people including 3,770 in IT Services and 1,419 in BPO
- Wipro BPO business operations continue to improve – sequential Revenue growth of 4% and ~350 basis points improvement in Operating Margin
- Broadbased growth – sequential double digit growth in Financial Solutions, Technology Business, TMTS and Energy & Utilities among verticals), our differentiated services (Testing, TIS & PI) and Europe & Japan (among Geos)
- Announced 2 acquisitions – NewLogic in Product Engineering Services space and mPower in Banking space. Revenues of \$1.3 m from mPower included in the Revenue for the quarter. Newlogic financials consolidated effective December 28, 2005.

Strength of Business Model reflected in 3-Dimensional Growth

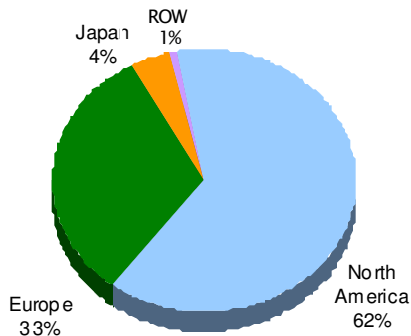


Revenue Mix

Vertical distribution



Geographical distribution



Growth rates

Service Lines	YOY Growth rates
Testing & Interops	89%
Technology Infrastructure Services	45%
Package Implementation	34%
ADM	33%

Business Lines	YOY Growth Rates
Financial Services	52%
R&D Services	40%
Enterprise Solutions	29%

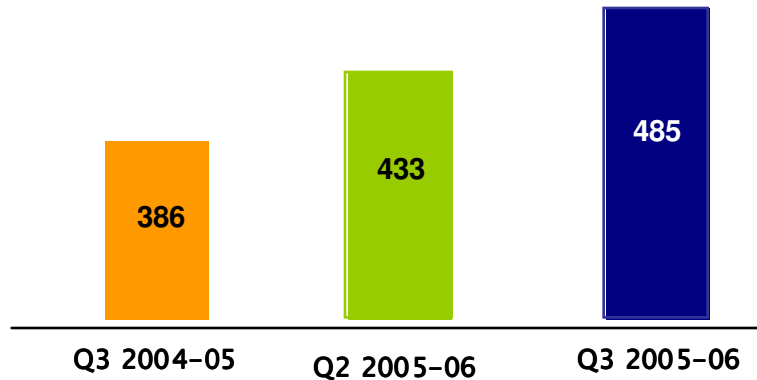
Geographies	YOY Growth Rates
Europe	51%
North America	30%
Japan	27%

For the Dec quarter 2005-06; IT Services only

Diversified revenue stream with broad-based growth

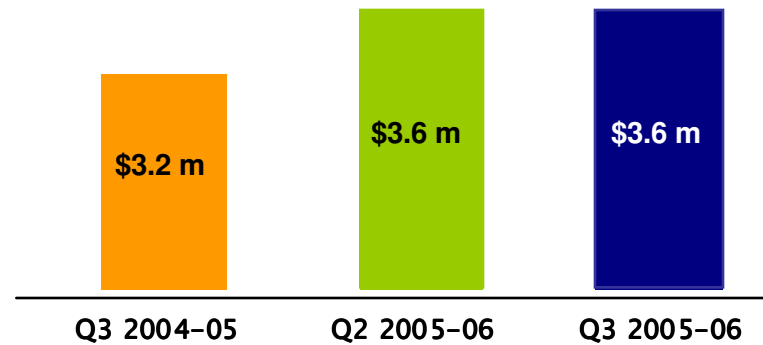
Platform for Sustainable Growth

No. of Active Customers



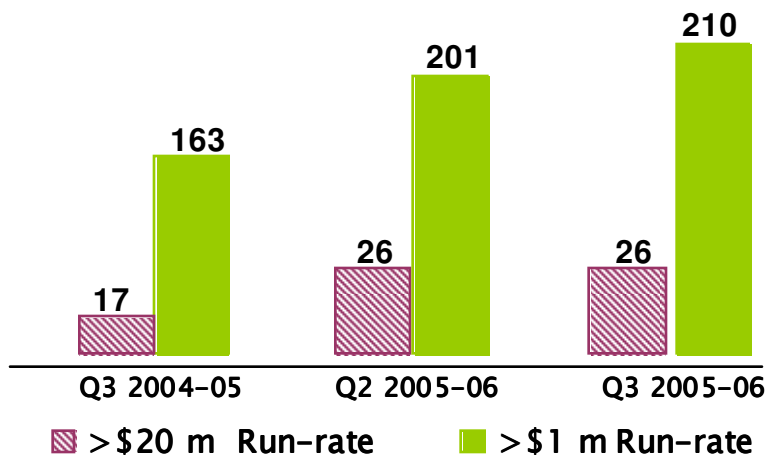
at the quarter end (IT Services)

Annual Revenue per Customer



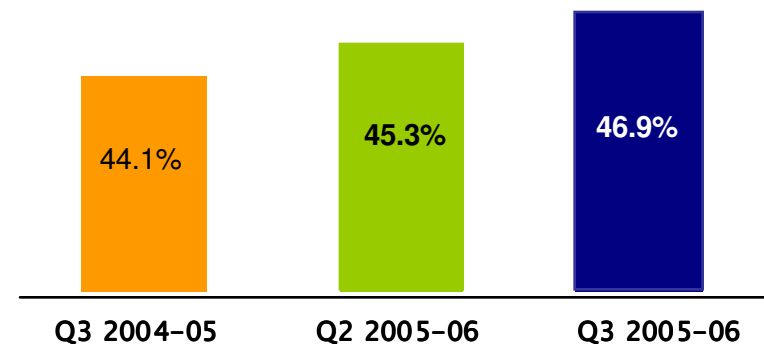
Based on No. of active customers at quarter end (IT Services)

Million dollar Revenue Customers



at the quarter end (IT Services including BPO)

% of Offshore Revenues



Revenues from Fortune customers- 66% for Quarter ended December 2005

Wipro businesses – A compelling proposition



Our businesses – the quintessence of Indian theme

Theme	Outsourcing Boom	Strong GDP growth fuelling investments	Consumer boom from the mighty Middle Class
<ul style="list-style-type: none"> ▪ Feature 	<ul style="list-style-type: none"> ▪ India emerging as the outsourcing hub for IT & IT enabled services 	<ul style="list-style-type: none"> ▪ Increased IT spending in India & APAC ▪ Large investment in infrastructure in India 	<ul style="list-style-type: none"> ▪ Large middle class market of over 250m ▪ Leading player in the FMCG industry
<ul style="list-style-type: none"> ▪ Wipro's Unique Position 	<ul style="list-style-type: none"> ▪ Among the top 3 IT Services companies from India ▪ Widest range of services 	<ul style="list-style-type: none"> ▪ Leader in IT space in India, Middle East & APAC ▪ No 1 in India in Infrastructure Engg Hydraulics 	<ul style="list-style-type: none"> ▪ Leading player in the FMCG industry
<ul style="list-style-type: none"> ▪ Proportion of Wipro's Business 	<ul style="list-style-type: none"> ▪ 76% of Revenue; 89% of Operating profits 	<ul style="list-style-type: none"> ▪ 16% of Revenue; 9% of Operating profits 	<ul style="list-style-type: none"> ▪ 5% of Revenue; 4% of Operating profits

Looking Ahead

“For the Quarter ending March 2006, we expect our Revenue from our Global IT Services business to be approximately \$510 million”

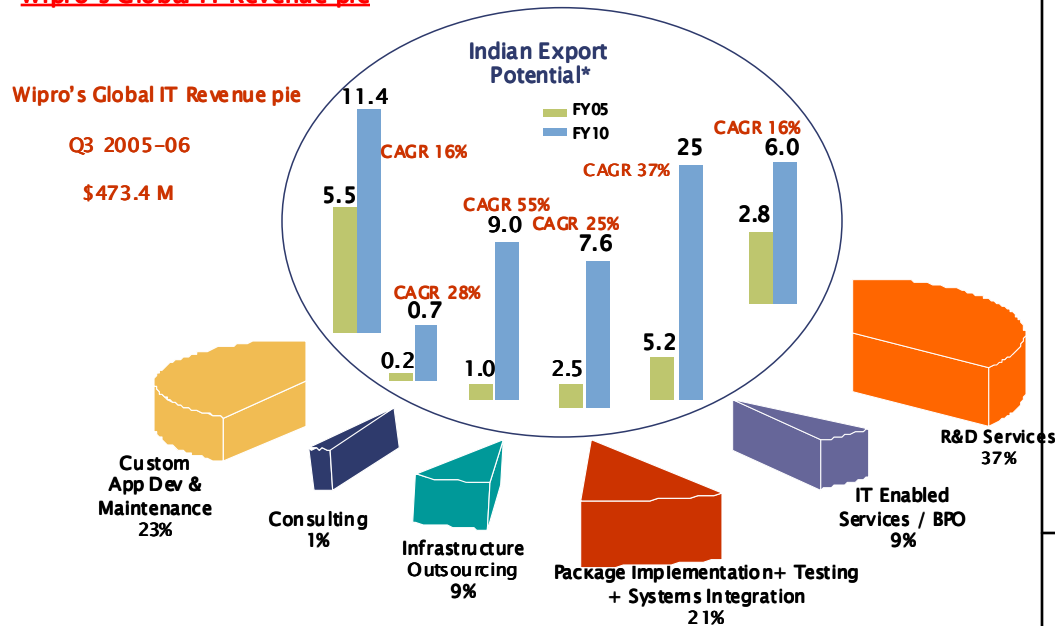
Underlying factors:

- Sustained volume growth in IT Services
- Stable Price Realizations
- Endeavor to keep organic OM% in narrow band through the use of levers such as:
 - Utilization
 - Bulge-improvement
 - Productivity Improvement

TO SUM UP

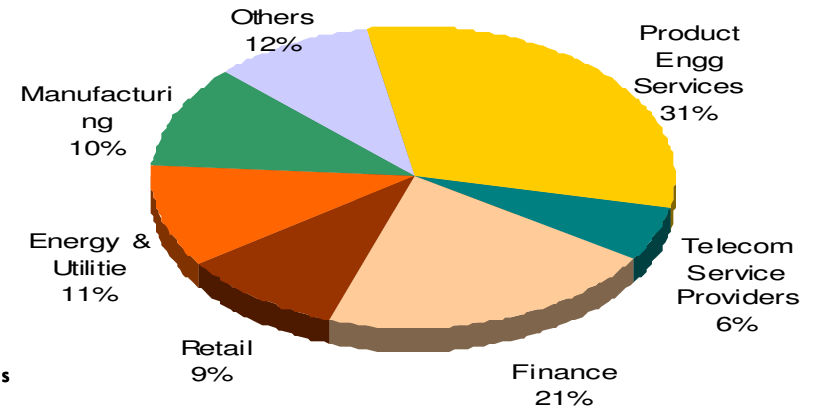
Widest Range of Services

Wipro's Global IT Revenue pie



Diversified Vertical Expertise

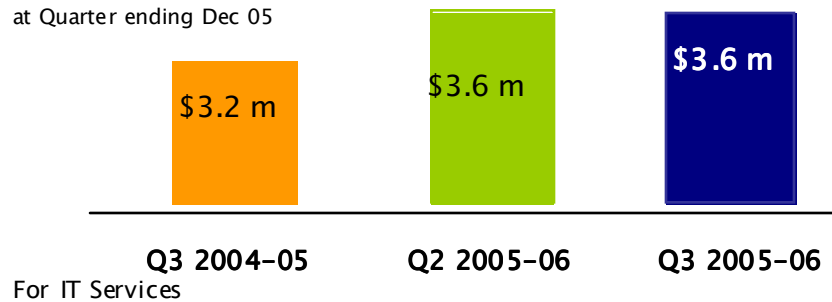
Vertical-wise composition (% of Revenue for Quarter ended Dec 2005)



Strong Customer Relationships

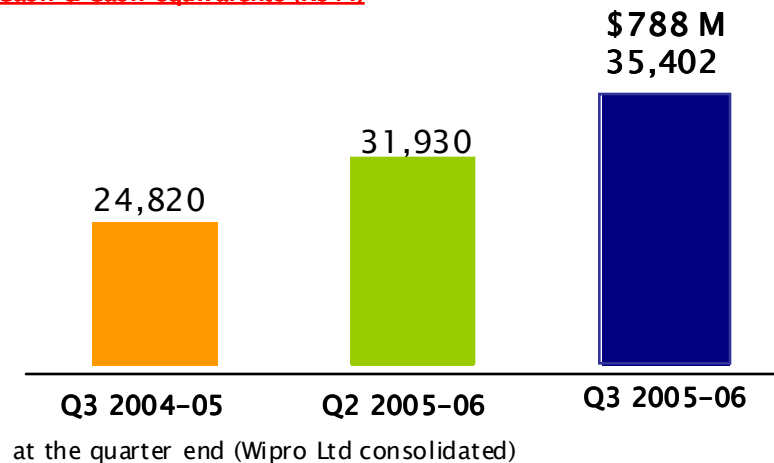
Average annualized Revenue per Customer

Based on No. of active customers at Quarter ending Dec 05



Strong Financial Position

Cash & Cash equivalents (Rs M)





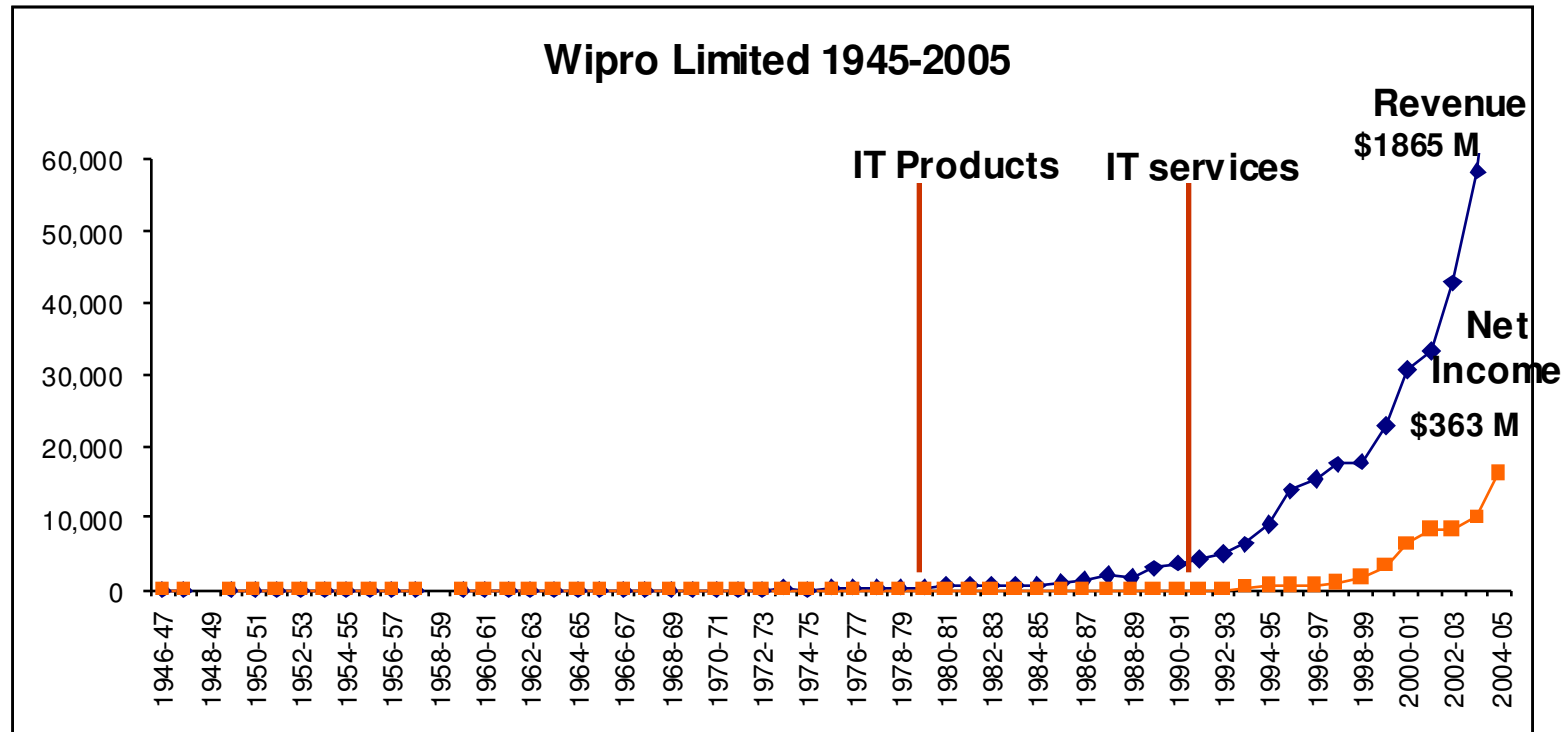
Building the Next Wipro – A Strategic Perspective

Presentation at Analyst Interaction
Session

NYSE, New York
8, February 2006

Sanjay Joshi
Chief Executive – Consulting

Wipro – The First Sixty Years



Data for fiscal years ended March 31

Our history

- Incorporated in 1945; only IPO in 1946
- Diversification into IT in 1980s
- Entered IT Services business in 1991-92
- Listed on NYSE in 2000

Our Track Record

- Consistent growth rate - CAGR* over 60 years of:
 - Revenue: 21%
 - Net Income: 31%
 - Market Cap: 24%

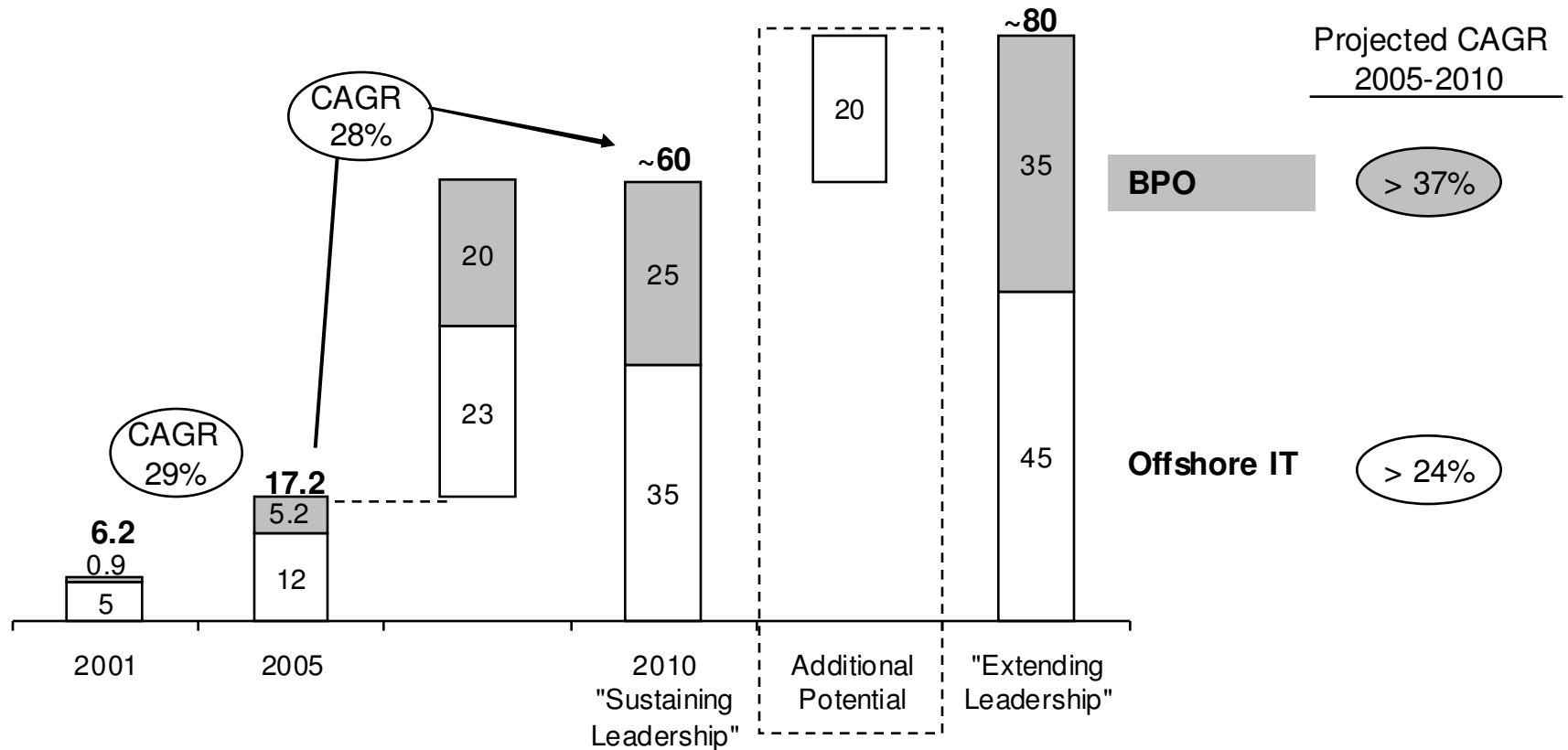
* - Compounded Annual Growth Rate

Wipro - Track Record of Sustained Innovation

Emerging Market Opportunity



India's offshore IT and BPO exports, US \$ Bn.

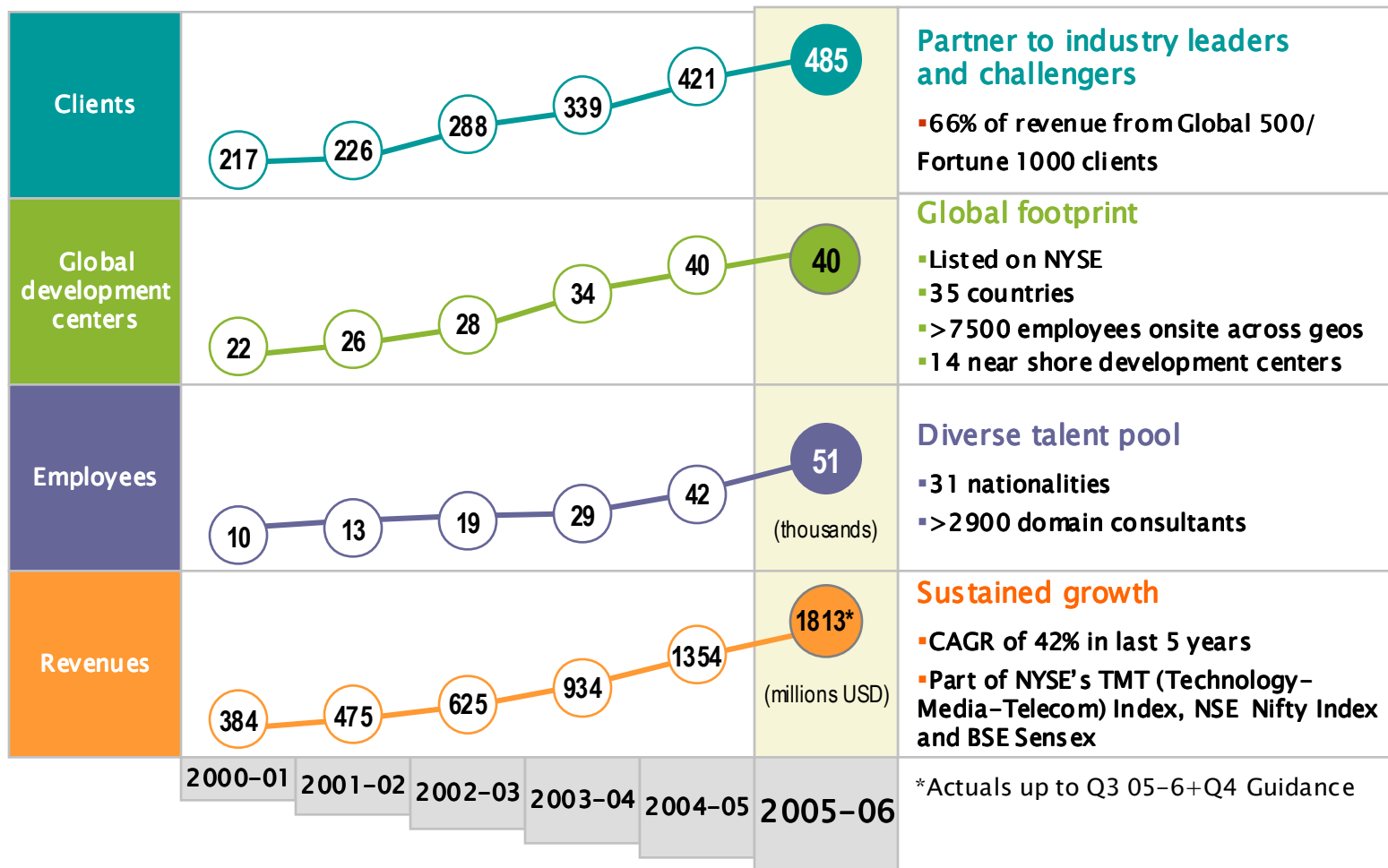


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Industry Play Projected to Continue Strong Growth Rate

Source: NASSCOM McKinsey report Dec 2005

Our Global IT Business Today



Wipro Global IT Business - Track Record of Consistent Growth

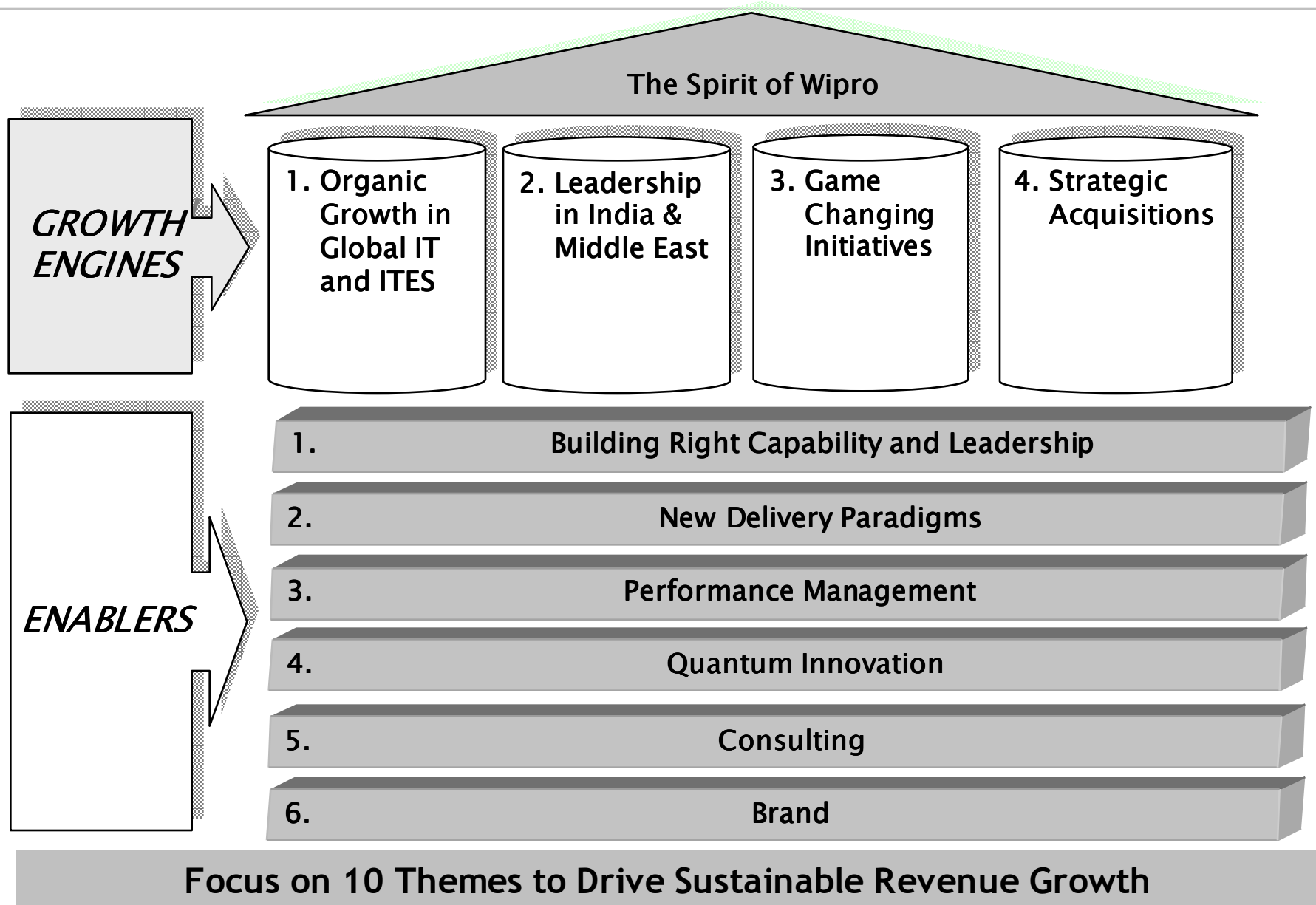
Strategic Imperatives for Wipro



1. Drive Higher Growth in Revenues and Profits.
2. Leverage Adjacent Growth Opportunities to Drive Incremental Growth.
3. Transform Wipro into a Truly Global Organization.
4. Create an Exciting Growth Organization for Wiproites.

Seize Opportunities to Build the Next Generation Wipro

Our Growth Framework



Growth Engine #1 – Organic Growth in Global IT & ITES



Action 1

Improve Penetration at Global and Major Accounts

1. Identify and systematically drive higher growth in our top 100 accounts.
2. Ensure appropriate resource alignment.
3. Go beyond conventional IT budgets.

Action 2

Accelerate Opening of Identified Strategic Target Accounts

1. Lower account mortality and achieve better utilization of available resources through better choice of accounts.
2. Qualify accounts based on IT and budget; outsourcing experience and offshoring history and competitive landscape.

Action 3

Turbo Charge High Growth Businesses

1. Identify, invest-in and accelerate all high growth areas of business
2. Create a dashboard of all high growth areas. Ensure that these growth clusters get high mind-share and investment.

Action 4

Increase Focus on New Geographies and Verticals

1. Continue focus on new Geographies and Verticals to be addressed.
2. Bring in dedicated leader, create dedicated Sales team for each Geo along with exclusive pre-sales support, create local teams and near-shore centres as necessary.

Action 5

Realize the Potential of the BPO Growth Engine

1. Create solutions in high potential areas.
2. Establish new Delivery Centres.
3. Define new go-to-market approach.

Drive Higher Organic Growth through Executing these Specific Action Steps

Growth Engine #2– Leadership in India & Middle–East



GOAL

Leadership position in Geos that we address

Focus Areas

1. Consulting, Application & Technology Integration & Management.
2. Grow Enterprise Platforms, Networking, Services Revenues.

Enterprise Strategy	SMB Strategy (India)	International Geographies	Vertical Strategy	Marketing	Strategic Alliances
<ol style="list-style-type: none"> 1. Penetrate key accounts through all service lines 	<ol style="list-style-type: none"> 1. Indirect Sales 2. Lead with Solution Templates 	<ol style="list-style-type: none"> 1. Local Accounts 2. MNC Accounts 3. Global Accounts – collaborate with WT 	<ol style="list-style-type: none"> 1. BFSI 2. Enterprise 3. Govt. 4. Telecom 5. IT & ITES 	<ol style="list-style-type: none"> 1. Thought Leadership 2. Leverage global case studies. 3. Relationship programs 	<ol style="list-style-type: none"> 1. Alliance with best in class companies in tech, portfolios, tools and applications.
Integrated Multi LOB Delivery & Program Governance					
Consulting Vertical KPI based offering			TOS Build scale and expertise to increase wins		
Services Non linear model; De–skilling resource requirement			Solutions Templates / Point Solutions		
Wipro PC Optimize product / customer mix			Enterprise Products Best of breed technologies		

Maintain Leadership in India and Build Leadership Position in other Geo's

Growth Engine #3 – Game Changing Initiatives



Action 1

Dedicated Focus on Large Deals

1. Invest in stronger, focused Large Deal teams within Service lines.
2. Separate Leadership and Team to focus on Large Deals.

Action 2

Continue Incubating New Services

1. Integrated Application Management + TIS + BPO
2. Process Consulting Services through Business Solutions Group
3. Testing Point Solutions & Frameworks

Action 3

Strengthen Alliance initiative to better leverage Alliances Led Revenue

1. Strengthen dedicated Alliance team. This Alliance team will
 - a. Work with a dedicated and leveraged headcount.
 - b. Focus on Strategic Alliances that span Verticals and Service Lines.
 - c. Create a federated model of Alliances management that will be followed by Business Units and Service Lines.
 - d. Work to create differentiated value proposition with partner.
 - e. Create and review joint pipelines with each partner.
2. Alliance Initiatives in Practices

Game Changing Initiatives to Supplement Not Substitute Organic Growth



Growth Engine #4 – Strategic Acquisitions

Action 1

M&A based on Strategic Plan from each Vertical and each Service line

1. Strategic planning exercise to align organic and inorganic targets at the Sub-Vertical, Service lines and Geo levels.
2. Create leveraged organization in each Business Unit and Service Line to support increased M&A activity.

Action 2

Strengthen competence for successful M&A integration

1. Create a team from functions – such as HR, Finance, Legal and IS – who can be a part of the acquired company.
2. Create a full time position of Integration Officer for each transaction.
3. Ensure all learning is captured and implemented for future use.
4. Assimilate local talent from acquired entity.

Focus on Inorganic Initiatives based on Business Needs and Plan Integration to Capture Value

Enabler #1 – Building Right Capability and Leadership



- Action 1** **Build Leadership Pipeline**
 1. Continue organization's thrust to build new cadre of leadership at all levels.
 2. Align competencies to new set of emerging roles.
 3. Measurement & Reward mechanisms to reflect Managers' competency building ability.

- Action 2** **Re-orient Organization Design for Scalability**
 1. Organization Structure that addresses skill alignment around Verticals, Service Lines.
 2. More robust, atomized and decentralized units with focus on speed and nimbleness.

- Action 3** **Define New Roles in Areas such as:**
 1. Delivery Assurance.
 2. Program Management.

- Action 4** **Supply Chain Initiatives**
 1. Dedicated mass vs. targeted hiring model.
 2. Expand the universe of talent pools available to meet our future talent needs.

- Action 5** **Value Re-enforcement & Cultural Continuity**
 1. Strengthen Induction process across Corporation.
 2. New Values engagement model to cater to the larger mass.

- Action 6** **Diversity Management**
 1. Dedicated people Integration team for standardized process/ dissemination of learning.
 2. Local talent assimilation.

Build Focused Value Led Talent for Tomorrow's Wipro

Enabler #2 – New Delivery Paradigms



Action 1

Standardize Delivery for IT

1. Drive Economies of Scale in infrastructure and processes without diluting customer security issues.
2. Build a robust factory model to achieve efficiencies by standardizing IT solutions and processes.
3. Leverage LEAN principles to increase process productivity and throughput, and decrease cycle time.
4. Stay ahead on the Quality curve.

Action 2

True Global Delivery

1. Global Delivery strategy is key for customers:
 - a. Global roll outs.
 - b. Follow the sun model.
 - c. Disaster Recovery.
2. Resource Diversity will be an additional advantage for customers seeking geo de-risking.
3. Enhance capabilities for multi-lingual skill based delivery.

Challenge Established Delivery Models to Create New Models for Optimized Delivery



Enabler #3 – Performance Management

Action 1

Variable Compensation Scheme

1. Refine drivers of Variable Pay Programs (Account level profitability).
2. Evaluate and design program that reward Growth instead of merely Plan Achievement.

Action 2

Enhance Internal Planning and Analysis Systems

1. Scale up internal systems to enable multi dimensional reporting – e.g. Sub-Vertical, new Practices, sub-Geo level, etc.
2. Develop dynamic dashboards to track Funnel, Delivery Performance, Tracking, etc. Productivity.
3. Improve cost productivity – Revisit cost/activity Drivers for their effectiveness on an ongoing basis
4. Controllership and Compliance–SOX 404, Compliance in new Geos/M&A, expand Wividus.
5. Systems to measure Game Changing Initiatives.
6. Systems for integrating Acquisitions – Financial Due Diligence, integrating plans, tracking performance vs. projections

Substantiate Growth Engines with Performance Management Mechanisms

Enabler #4 – Innovation



Action

Quantum Innovation

1. The Innovation Initiative that we stated in year 2000 focused on ideas leading to Intellectual Property creation and developing Point Solutions.
2. So far we have been successful in driving the Incremental Innovation model. We have successful projects like Semiconductor IPs (e.g. Wireless LAN), Project Pioneer (Gas Distribution Solution), FlowBriX & Business Process Management (BPM), Security Compliance solutions (SOX, PCI) and Global Data Synchronization (GDS).
3. We need to move towards Quantum innovation to achieve scale of growth. Key drivers for the initiative are:
 - a. Achieve non linear growth.
 - b. Enhance Customer Value significantly.
 - c. Build a strong Innovation Brand for Wipro.

Grow Wipro's Capability to Innovate

Enabler #5 – Consulting



Action

Consulting As A Core Enabler for Wipro–Wide Impact:

1. Drive Consulting as a High Growth Business.
2. Leverage Consulting As A Deal Winner in Game Changing Deals.
3. Deploy Consulting as an “Account Penetrator”– For GAMA accounts, Consulting can be a critical element in enhancing account footprint.
4. Project the powers of the consulting capabilities (“Capability Integrator”) across Wipro more effectively by better linking diverse consultants and their content expertise/ knowledge.
5. Orient Consulting as a home for top “specialist” talent – Consulting as a career path and as a recruiting value prop for key client–facing talent (“Talent attractor”).

Enhance Wipro from an Outsourcing Partner to a Problem Solver with Outsourcing Capability

Enabler #6 – Brand



Action 1

Focused Initiatives to Enhance Wipro Brand

Org-wide effort to become # 1 across parameters such as:

- a. Best Employer.
- b. Customer Favorability.
- c. Corporate Governance.

Stakeholders

Value from a Wipro Brand

A Customers	Comfort and Reference ability.
B Employees	Employer of Choice Globally.
C Partners	Best in Class Alliances.
D Industry Analysts	Increase Understanding to Drive Positive Referrals.
E Investors and Financial Analysts	Thought Leadership.

Action 2

Build out the Applying Thought Theme

- a. Focus on customer relationships.
- b. Strengthen relationships with analysts.
- c. Thought leadership as the vehicle for differentiation.
- d. Increase visibility through presence at marquee events.
- e. Make the brand more accessible.

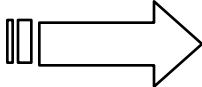
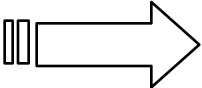
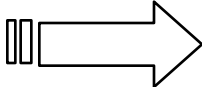
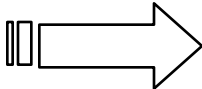
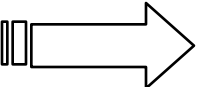
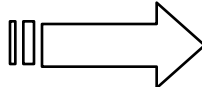
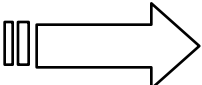
Strong Wipro Brand to Deliver Higher Stakeholder Benefits

Transformation – Global IT Services Leader



FROM (Now)

TO (Future)

Large Indian Player		Large Global Services Player
Mostly Application Outsourcing		Application, Infra, BPO and Total Outsourcing
Predominantly Implementation		Entire Lifecycle Execution
India Centric Competitive Set		Truly Global Competitive Set
Limited Global Footprint		Expanded Global Footprint
Cost Centric Value Proposition		Domain Centric Cost Effective Solutions
Organic Growth		Organic AND Inorganic Growth

Thank You



Technology Infrastructure Services

Investor Briefing
February 2006

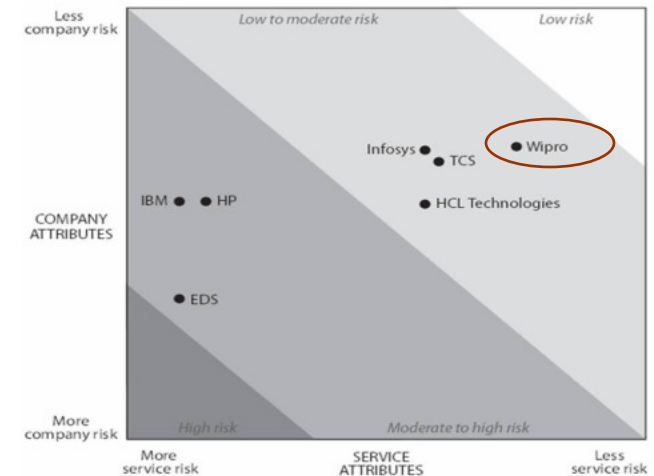
G K Prasanna

Senior Vice President

About Us



- **Dedicated Business Group** contributing **8.5% of IT business revenues** for Wipro Technologies
- Over **170+** customers in **USA, Europe and Japan**
- Over **3,000** service delivery personnel dedicated to providing infrastructure services with over **60,000 person-years** of cumulative experience
- **World's first BS 15000 certified facility.** ITIL forms the core of our service delivery methodology
- Dedicated **centers of excellence** for Infrastructure Services Enhancement
- Alliances with Principals like **Microsoft, Cisco, Sun, Oracle, Symantec** etc.

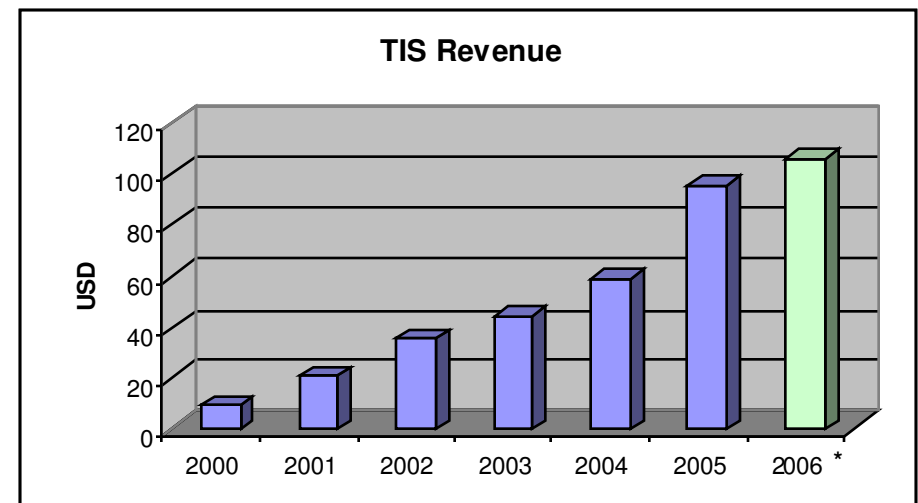


“Wipro is the leader of the group. It has the most experience with global customers, numerous satisfied customers, and strong management backing to grow and improve the service. Even customers of the other Indian service providers admitted that Wipro has an excellent offering.”

Remote data center management: Low cost and high quality from India ,AMR, Nov 2004

Quarter 3 Highlights

- Strong Quarter. Sequential growth of 16.3% and YoY growth of 45% in Q3.
- Launched GCCv2 on Dec'01 2005
 - Full spectrum Services for an Insurance Major in UK
 - A large three year contract from a US based Fortune 500 financial services provider for Production Support
- Launched the Global Outsourcing Business
- Opened 18 new accounts for TIS globally – 15 new accounts in USA and 3 New Accounts in Europe
- Head count as on 31st Dec 2005 was 2848 people. We have added 469 people in Q3. The Head Count as on Dec 31 2004 was 1526.



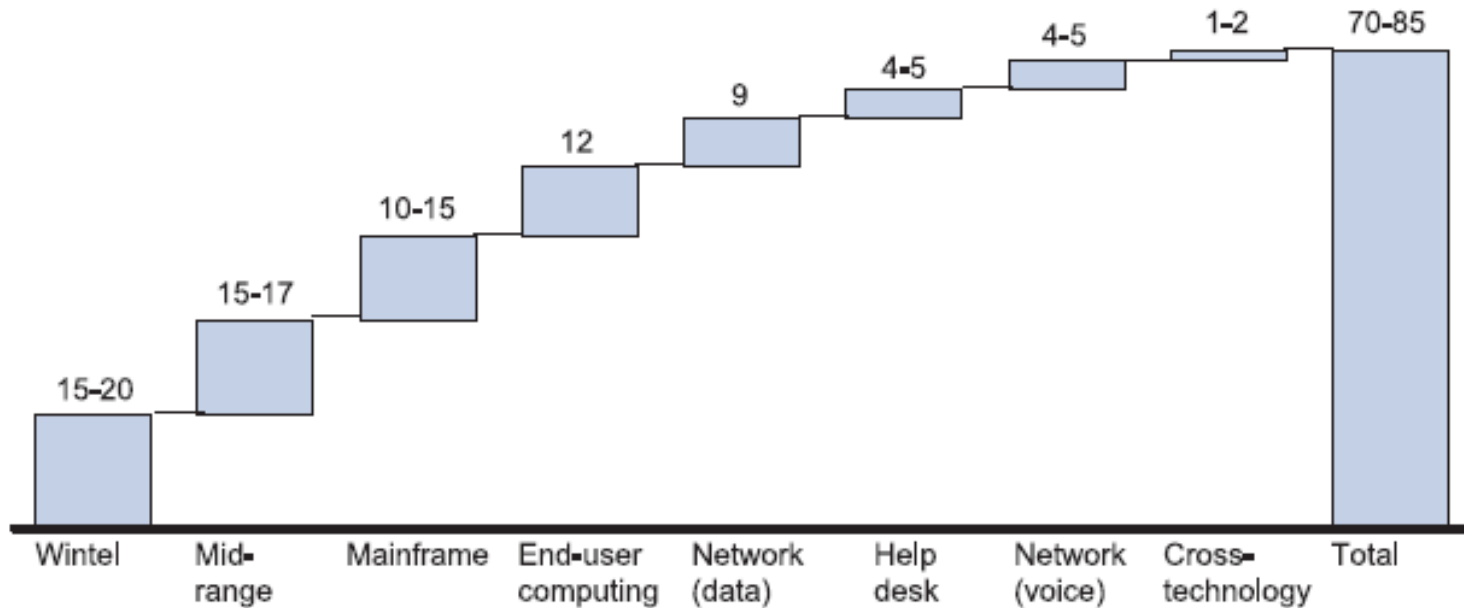
* 9 Months Ending Dec '05

Addressable market for IT infrastructure offshoring is US\$70–85 billion



Addressable market for IT infrastructure labour offshoring

US\$ billion



Current penetration*
(Per cent)

Wintel	0,6	Mid-range	0,7	Mainframe	-	End-user computing	-	Network (data)	1,1	Help desk	3,8	Network (voice)	-	Cross-technology	-	Total	0,6
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* US\$0.3 billion in 2003; projected at US\$0.9 billion in 2005 based on client experience; assuming India's share of current offshore market is 50%

Source: McKinsey Business Technology Office (BTO)



The Offshore Infrastructure S- Curve



Source: Forrester, 2005

Next Generation Managed Services



Optimizing existing tools and integrating new tools

- Tool agnostic process: Process is protected from the tool used for monitoring. It means that we can solve the problem of global integration / M&A situations.

Skill optimization & new technology assimilation

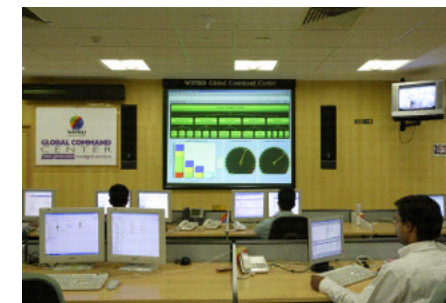
- Virtualization of IT operations: Our Level-1 engineers do not have to re-learn commands if customers' infrastructure changes. For e.g. if all Windows environment changed to Linux.

Mitigating malicious attacks and avoiding human errors

- Enhanced security: It is a very new idea not to let even System Administrators have System Administrator passwords. Instead, they are given one time access to the "sick" device. What it also means is that we completely avoid any one inadvertently touching healthy devices

Linking business impact to IT availability

- Business impact reporting: This is the holy grail of enterprise management. To be able to report which businesses / geographies are impacted because of a infrastructure problem.



Our value proposition



1	<ul style="list-style-type: none"> Service delivery through proven "Global Delivery Model (GDM)" Experience of supporting demanding Wall Street environment
2	<ul style="list-style-type: none"> Introduce best in class industry processes <ul style="list-style-type: none"> ITIL (BS 15000) ISO 9000:2000 ISO 17799 Six Sigma
3	<ul style="list-style-type: none"> Flexible and transparent pricing model
4	<ul style="list-style-type: none"> Governance structure to address changing needs Scalable resource model- Over 5000 skilled resources Alliances with multiple vendors
5	<ul style="list-style-type: none"> Ability to hire, train and retain top talent PCMM level 5
6	<ul style="list-style-type: none"> 24 years plus of IT support experience Understand the challenges of managing an offshore center

Thank you for your time



Wipro Consulting Services

Presenter: Tim Matlack

Date: February 8, 2006

1. Wipro Consulting: Snapshot

Who are we?

- Trusted advisors to Wipro clients;
- Value added service providers integrated & aligned with Wipro IT and BPO services
- Growing by acquisition (AMS-GEG, Nervewire) and by recruiting from top consulting firms



What do we do?

- Enable our clients to improve their operational performance in business processes
- Help our clients develop & implement actionable business and IT strategies and improvements

Why do we do what we do?

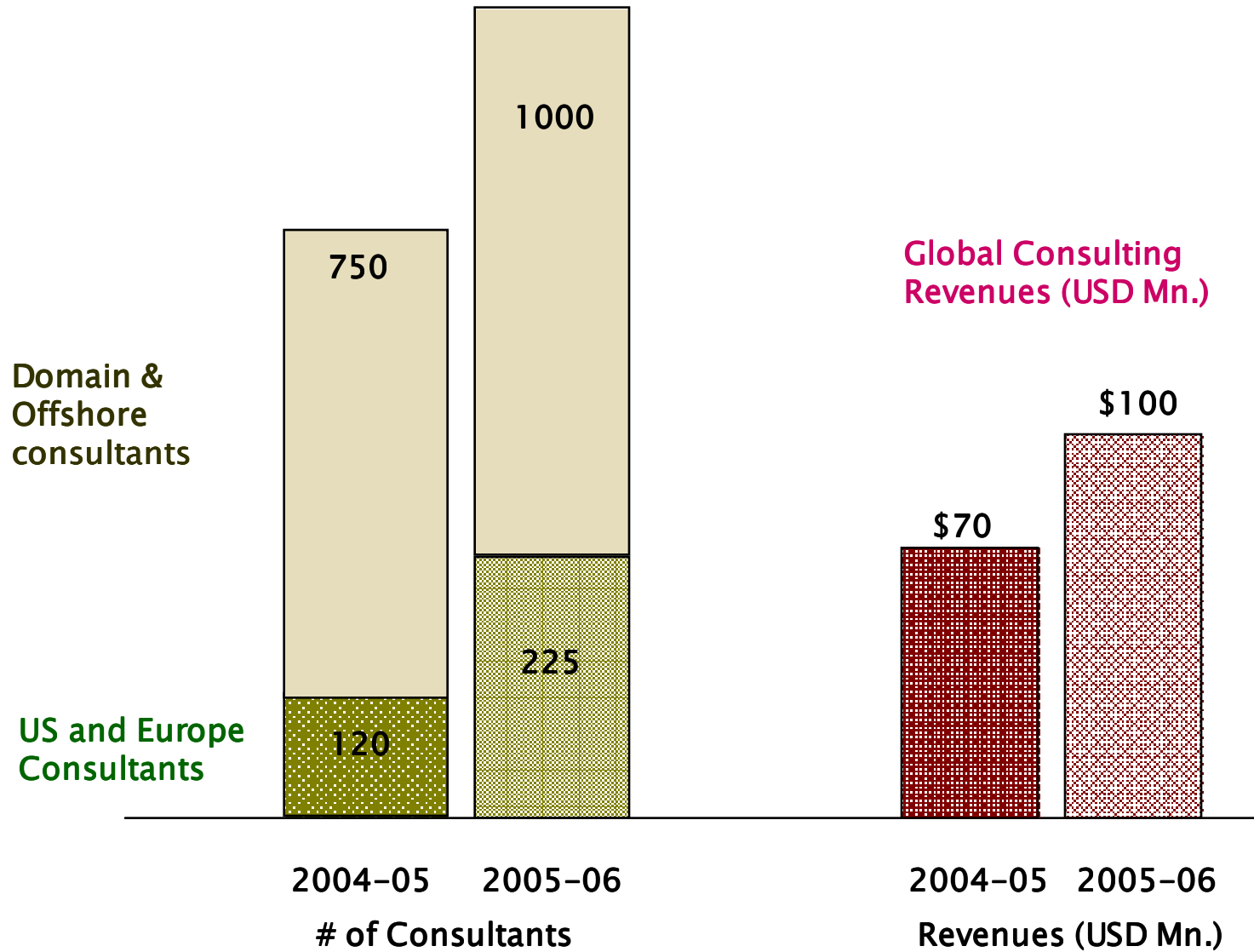
- Our clients want practical strategies and actionable improvement plans to realize business value quickly and effectively
- Our clients want to extract the full potential value from their IT and BPO services relationship with us



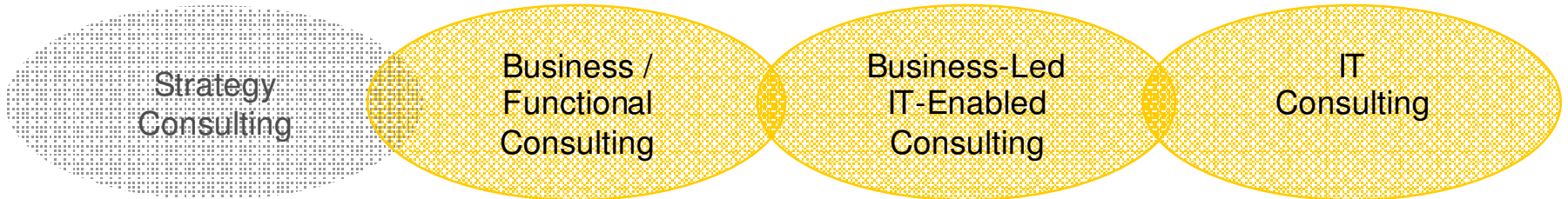
Where are we going?

- Our vision is to be a top-10 consulting services provider within 5 years
- Focus is on Top-50 accounts & “Must-Haves”
- Investing in new capabilities and senior leadership for global accounts

2. Wipro Consulting KPI's



3. Wipro Consulting Positioning



- Which product market should we enter ?
- Should we undertake an M&A program ?
- How do we compete with Y in direct channels ?
- What should my brand strategy be ?

- What does my optimal supply chain network look like?
- How do I deliver better customer service?
- How do I drive out cost from the back office?
- How do I manage organisational change?

- How can I better manage my inventory with RFID?
- How can I get an accurate snapshot of customer profitability through smart data warehousing
- How can I reduce my claims processing cost per case through better workflow?

- How do I improve the effectiveness of my IT organization?
- What should the components of my Ent. Architecture be?
- How can I reduce the cost of BI platforms?
- Which governance model should I adopt for outsourcing?

Delivering Operational Excellence

4. Consulting Services Overview

Business / Functional Consulting
<i>Address the needs of the Business</i>
Business Process Improvement Optimizing the design and efficiency of core business processes
Value Chain Optimisation Maximising the business value of critical components of the value chain, specifically customer (CRM) and supply/demand (SCM)
Domain & Functional Consulting Providing best-practice advisory services in core business areas of Energy, Finance, Telco, etc.

Technology Consulting
<i>Address the needs of the CIO organization</i>
Strategy & Transformation Enabling IT-led business improvement by advising on IT Strategy, Total Outsourcing, Strategic Sourcing and Enterprise Architectures
IT Operations & Governance Ensuring optimal management of IT assets and programs by advising on IT Governance, IT Service Management, Program Management and Quality Assurance

5. Consulting Complements Specialists & Core Delivery Teams for End-to-End Coverage



	Wipro Consulting	Wipro Domain & IT Specialists	Wipro Core Delivery Groups
Strategist	●	◐	○
Business Transformation Consultant	●	◐	◐
Program/Change Manager	●	◐	◐
Enterprise/Program Architect	●	●	◐
Project Manager	◐	●	●
Technical Architect	○	●	●
Analyst/Designer	○	●	●
Developer	○	○	●
Support	○	○	●

Core Competency
 Additional capability

6. Building the Wipro Consulting talent pool

- Attracting experienced consultants through focused recruiting from leading firms such as
 - Accenture
 - Deloitte
 - McKinsey
 - Cap Gemini
 - PWC

- Transferring strong talent from within Wipro to enhance career growth and integration of Consulting with the organization

- Recruiting analysts directly from top graduate & post-graduate schools

- Maintaining a high level of competency and credibility through the implementation of robust training and certification programs, in particular for Managing Consultants, Program Managers and Enterprise Architects

8. Key Priorities

- 1 People.** Invest in attracting and retaining world-class talent and competencies to deliver game-changing client benefits.
- 2 Performance.** Maintain profitability and quality while sustaining an aggressive growth profile.
- 3 Capability.** Expand business consulting services while strengthening domain and technology consulting.
- 4 Market Position.** Build the Consulting brand and market profile by focusing on top accts & leveraging field reach.
- 5 Innovation.** “Innovate at the intersections” by combining multiple disciplines.

*“Invest in building intellectual assets across service lines to be a trusted advisor”
Azim Premji, Chairman*



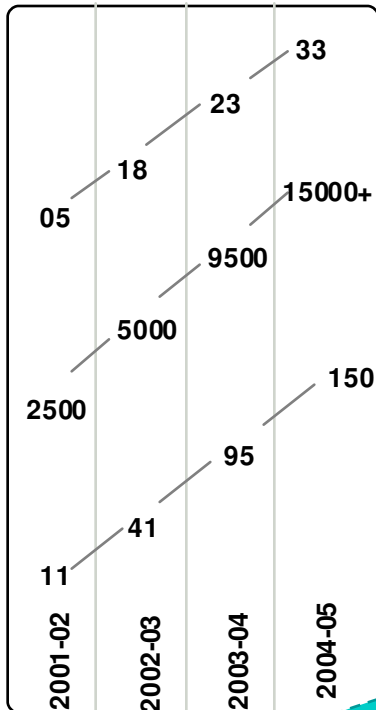
Wipro BPO – Into the Future

8th February 2006

tk.kurien@wipro.com



Evolution of Wipro BPO



Clients

Employees

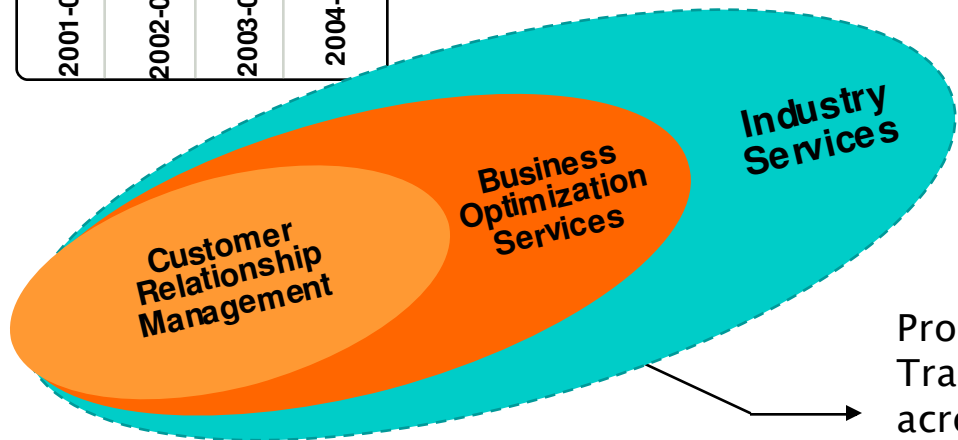
Revenues USD Mn

Q3'05

Employees: 14400

Revenues: US\$ 124Mn

Consistent Growth: 6 new clients added in 2005 in back office and industry services - changing the business mix.



Process over 7 Mn Transactions / Months across 98 Processes

Wipro - One of the largest BPO Providers and the largest private sector employer in India

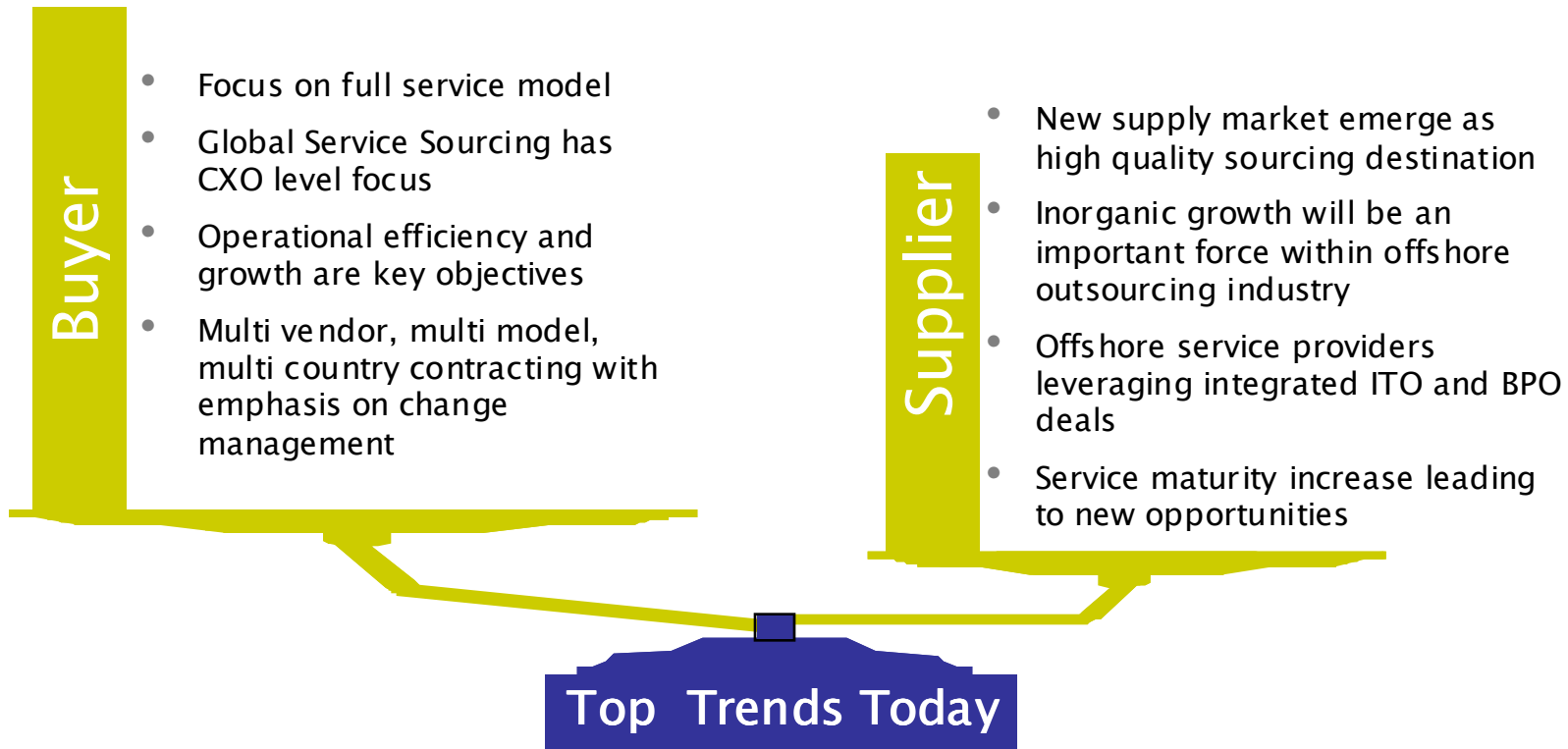
- 8 Centres across the Country
- Global Presence new centers in Bucharest (Q4'05) and Vietnam (Q2'06)

- Phase - 3 : 2005 & Beyond
 - Industry solutions - own the customer problems.
 - Integrated IT + BPO offerings
 - Global Delivery Model - Centers in Europe, Asia, Americas

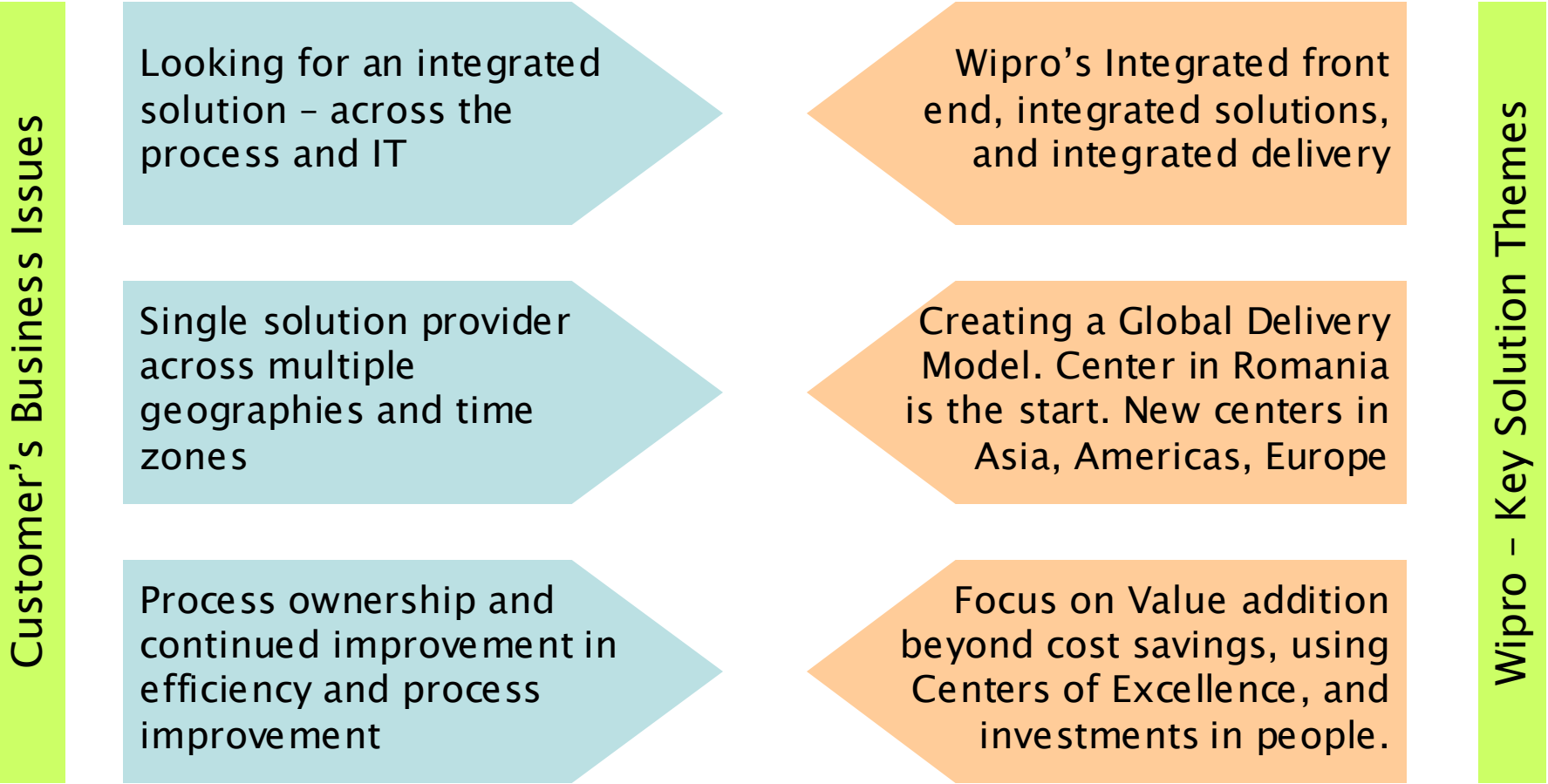
- Phase - 2 : 2003 - 05
 - Develop COE for processes
 - Developed BOSS Practise
 - Expand to centers across the country - Kolkata, Chennai, Pune, Belapur

- Phase - 1 : 2000 - 03
 - Leadership in CRM
 - Establish Process Maturity
 - Set up centers in Delhi and Bombay

Trends we're witnessing - change to current



Wipro BPO – Responding to Customers



Delivering value through transactional pricing models

Bringing effectiveness the Wipro BPO Way

Process Improvements The 'Expert' model	Productivity Enhancements The 'Factory' model
<ul style="list-style-type: none"> ▶ Consolidate processes across LOBs and locations ▶ Synchronise processes derived using a 'gold standard' template ▶ Benchmark processes to Automate NVA processes and hand-offs using technology 	<ul style="list-style-type: none"> ▶ Deploy Lean Sigma for productivity breakthroughs ▶ Follow COPC model for SLA adherence and constant benchmarking/ reporting ▶ Implement Kaizen for continuous process improvements



Advantage Wipro
<ul style="list-style-type: none"> ▶ Leverage best of both models <ul style="list-style-type: none"> – Proven quality leadership driving productivity enhancements – A standardised template to meet transformation and growth needs ▶ Capture up to 40% reduction in effort <ul style="list-style-type: none"> – A robust and synchronised technology and process platform to make transformational services best-in-class

Case Study: Transforming back office operation



The Client

The Client is a large European Oil and Gas Company with Global Operations

Objectives

- Overcoming low process and systems maturity. Eliminate processing internally
- To provide scalability of back office operations to meet exponential growth
- Control and reduce the management overhead – eliminate as much SG&A as possible

Wipro Solution

Take over the entire business problem, transforming processes and IT, and delivering value in an environment where volumes are going up 3x in one and half years.

The client only retains the CFO and Controller. All other roles outsourced to Wipro. Wipro has taken over employees.

- Deployment of ERP system across all processes. Agreed targets on process improvements and efficiency gains.
- Phased approach with a one year complete transformation timeline including IT and BPO.

Global Delivery, Scalability and a Single Vendor for an end to end solution



- Volumes to increase by 3X times over the next 18 months.

Process Areas

- Accounts Payable
- Payroll Processing
- Fixed Asset Management
- Travel and Expense Processing
- GL Accounting
- Strategic procurement
- Transactional procurement

Case Study: Leading Global Manufacturer of PC products



The Client

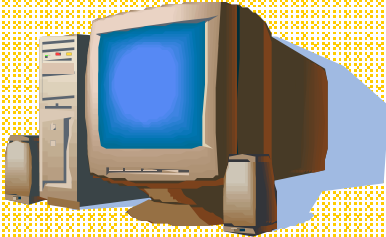
The Client is a Leading global manufacturer of computers, imaging products, printers and other peripherals.

Objectives

- Reduce product development and engineering costs on an ongoing basis
- Support customers efficiently in a global environment by providing effective product support.
- Ensure support is seamless and responsibility for solving customer issues rests with a single service provider.

Wipro Solution

- Provide end to end process to client – Deliver engineering services on multiple product lines as well as support
- Currently a dedicated engineering and product support center supports clients worldwide. Wipro provides support on products developed right from Level 1 (basic support queries) to Level 4 (product engineering queries).
- Client handed over the entire product development and support cycle to Wipro for multiple product lines.
- Over 1000 engineers working for client.



▪ Client has recently added additional product families to the relationship

▪ Learning from Support calls plugged back into product development using Six Sigma DFSS techniques.

Relationship

- Product Engineering
- Level 1 Support
- Level 2 Support
- Level 3 Support
- Level 4 Support

The complex block contains an illustration of a desktop computer system (tower, monitor, and speakers) on a yellow dotted background. Below the illustration is a list of bullet points and a section header. The text is black on a yellow dotted background.

Adding value to customer through product improvements

Case Study: Semiconductor Manufacturing Enterprise



The Client

Spun off semiconductor business of leading electronics and instrumentation company. Set up with locations and plants across Americas, Europe and Asia.

Criticality of the situation

- Needed support globally – 30 countries, including Statutory filings and escalation support.
- Short term support provided by parent company, would be terminated at end of 9 months.
- Need to develop an alternative platform as there would be no access to the current platform.

Wipro solution

- Take over the end to end accounting function in a phased manner.
- Create ERP solution for roll out in conjunction with 3rd party vendor. Wipro defined the client's new processes
- Up and running in minimum timeframe, leveraged Wipro BPO centers of excellence.



- Working with 3rd party vendor to define ERP solution
- Wipro to provide end to end F&A including local statutory requirements for client
- Wipro has already improved client process based on current process

Single global solution for all finance and accounts requirements.



Thank you for your time

Our promise

With utmost respect to **Human Values**, we promise to serve our customers with **Integrity**, through **Innovative**, **Value for Money** solutions, by Applying Thought, day after day

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