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](http://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.
### Overview of Wipro Corporation Performance

1. **Revenue for the corporation at $4.9 billion for 2007–08**
2. **Total Employees ~100,000**
3. **Total IT business touches $4.3 billion**
4. **Consumer Care and Lighting business achieves $378 million**
5. **Wipro - Infrastructure Globally No 1 in Hydraulic Cylinder Business**

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue USD MN</th>
<th>Net Income USD MN</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003-04</td>
<td>1,273</td>
<td>223</td>
</tr>
<tr>
<td>2004-05</td>
<td>1,820</td>
<td>363</td>
</tr>
<tr>
<td>2005-06</td>
<td>2,391</td>
<td>465</td>
</tr>
<tr>
<td>2006-07</td>
<td>3,325</td>
<td>652</td>
</tr>
<tr>
<td>2007-08</td>
<td>4,963</td>
<td>816</td>
</tr>
</tbody>
</table>

- **Wipro Corporation revenue at Rs.200 billion for 2007–08**
- **5 year CAGR of Revenue 36% and Net Income of 34%**
- **IT business contributes 87% of Revenue and 92% of PBIT**
- **85% of IT business is Services and 15% is Products**

*All numbers are IGAAP Financial numbers translated into USD on the basis of realized exchange rate*
Offshore Still Small Part of Overall Spend

1. Despite the growth India has seen in Global IT Services market, it is still a very small proportion (~2%) of global spend.

Global Technology Related Spend & India’s Current Exports ($ Bn)

<table>
<thead>
<tr>
<th>Service</th>
<th>2007</th>
<th>Exports from India (FY08)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Services</td>
<td>495</td>
<td>~5%</td>
</tr>
<tr>
<td>BPO</td>
<td>462</td>
<td>~2%</td>
</tr>
<tr>
<td>R&amp;D/Engineering</td>
<td>802</td>
<td>~1%</td>
</tr>
<tr>
<td>Total</td>
<td>1,759</td>
<td>~2%</td>
</tr>
</tbody>
</table>

Source: Nasscom Review, 2008

Relative Growth Rates Demonstrate This -
Global IT Spend Growth Rate ~5% (CY 2007); Growth of Indian Exports 28% (FY08)

*Scale adjusted for better readability
India Story becoming Stronger

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

1. Industry continues strong momentum – grew 28% in FY08

2. Well on its way to exceed its $60 Bn target of 2010

3. IT–BPO exports could reach a size of $120–180 Bn by 2015; CAGR of 15–21% from FY07–08

Source: NASSCOM McKinsey report
Combined Services Business & New Vertical Structure

Growing market potential

Revised Vertical Structure
- Manufacturing & Healthcare
- Energy & Utilities
- Retail, Transportation & Services
- Finance Solutions
- Communications, Media and Technology
  - Technology
  - Media & Communications Service Provider
  - Telecom Infrastructure Vertical

Complementary businesses – Integration of skills

Combined IT Service

Domain & Solutioning capability of Global IT

Large Transformational deals in India & ME

Ability to leverage domain competency of Global IT & deep rooted customer relationships in WI
### 2007-08

<table>
<thead>
<tr>
<th>Segment</th>
<th>Revenue</th>
<th>EBIT</th>
<th>EBIT %</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Services</td>
<td>3,647</td>
<td>777</td>
<td>21.3%</td>
</tr>
<tr>
<td>Products</td>
<td>656</td>
<td>31</td>
<td>4.8%</td>
</tr>
<tr>
<td>IT Services + Products</td>
<td>4,303</td>
<td>809</td>
<td>18.8%</td>
</tr>
<tr>
<td>WCCLG</td>
<td>378</td>
<td>47</td>
<td>12.5%</td>
</tr>
<tr>
<td>Others</td>
<td>282</td>
<td>19</td>
<td>6.8%</td>
</tr>
<tr>
<td><strong>Wipro Corporation</strong></td>
<td><strong>4,963</strong></td>
<td><strong>875</strong></td>
<td><strong>17.6%</strong></td>
</tr>
</tbody>
</table>

- Combined IT Services margin at 21.3%
Performance of Combined IT Services

Combined IT Services USD Mn

Our Combined IT Products and Services business at $4.3 billion in 2007–08

Partner to industry leaders
- 743 active global clients as on 31 March 2008
- 184 Global 500/Fortune 1,000 clients

Global footprint
- Listed on NYSE
- 54 countries
- ~14,500 employees Onsite across geos
- 25 near-shore Development Centers

Diverse talent pool
- Over 91,000 employees
- 56 nationalities
- One of the most preferred employers for the top class talent (Survey by Hewitt Associates, Fortune Magazine, and The RBL Group, 2007)
Combined Services Business

Revenue Trend of Combined IT Services business

- Combined Services Revenue crosses $1 billion a quarter
- Revenue trend has shown consistent growth
Combined Services Business

Strength of Business Model through Service Line Penetration

Revenue Mix
Service line distribution for 2007–08

1. Strong newer Service line presence in India and Middle East services market

2. Newer Service lines contributes to 50% of Total Services business

Total integrated consulting revenues including those embedded in the verticals constitute 2% of Global IT Services revenue. ADM excluding consulting is 50%
Package implementation business including EAI constitutes 13%
1. India & Middle East markets gives us a stronger presence in the Manufacturing and Retail, Transportation & Services space.

2. India / Middle East and ROW business constitutes 10% of total services business.

Contribution of US for total IT business (products + services) is 50%.
1. Continued addition of new clients and growth of million dollar clients

2. 14 Clients >$50 Mn Revenue run-rate in Q4

3. Robustness in volume-growth also translating in improved pricing prospects

**No. of Active Global IT Customers***

<table>
<thead>
<tr>
<th></th>
<th>Mar-07</th>
<th>Dec-07</th>
<th>Mar-08</th>
</tr>
</thead>
<tbody>
<tr>
<td>620</td>
<td>718</td>
<td>743</td>
<td></td>
</tr>
</tbody>
</table>

**% Revenues from New Service Lines**

<table>
<thead>
<tr>
<th></th>
<th>Mar-07</th>
<th>Dec-07</th>
<th>Mar-08</th>
</tr>
</thead>
<tbody>
<tr>
<td>44%</td>
<td>51%</td>
<td>52%</td>
<td></td>
</tr>
</tbody>
</table>

Dec 07 and Mar 08 includes Combined IT Services
Includes consulting

**Million dollar Revenue Customers Global IT***

<table>
<thead>
<tr>
<th></th>
<th>Mar-07</th>
<th>Dec-07</th>
<th>Mar-08</th>
</tr>
</thead>
<tbody>
<tr>
<td>262</td>
<td>313</td>
<td>315</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>47</td>
<td>47</td>
<td></td>
</tr>
</tbody>
</table>

**Volume Growth% (Person-months Billed)***

<table>
<thead>
<tr>
<th></th>
<th>Mar-07</th>
<th>Dec-07</th>
<th>Mar-08</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.4%</td>
<td>6.4%</td>
<td>5.6%</td>
<td></td>
</tr>
</tbody>
</table>

93,579   114,024  120,628

For Global IT Services

* Numbers exclude Infocrossing
Leadership in Non IT Business

Wipro Consumer Care and Lighting (WCCL)
- Wipro Consumer Care and Lighting (including Unza) recorded Revenues of $378 million in 2007-08, a growth of 128% YoY and PBIT of $47 million, a growth of 87% YoY. Organic growth for the year was 28%
- Unza continued to see good underlying value growth in Malaysia, Middle East, Indochina and Indonesia.
- Enchanteur (an Unza Brand) has been launched in select cities in India.
- Our domestic business continued its robust revenue growth with our 9th consecutive quarter of 25%+ growth.
- SANTOOR is now No. 3 Brand in Toilet Soap category in India, in value terms.

Wipro Infrastructure Engineering (WIN)
- Globally No 1 in Hydraulic Cylinder Business.
- WIN Crosses mark of Rs 12,000 Mn revenue ($298 million), YOY revenue growth for the year at 77% (organic growth of 36%).
- Continues to Maintain market share across segments.
<table>
<thead>
<tr>
<th></th>
<th>Wipro Differentiators</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Verticals</td>
</tr>
<tr>
<td>2.</td>
<td>Service Lines</td>
</tr>
<tr>
<td>3.</td>
<td>R&amp;D</td>
</tr>
<tr>
<td>4.</td>
<td>India &amp; Middle East</td>
</tr>
<tr>
<td>5.</td>
<td>Wipro Way</td>
</tr>
<tr>
<td>6.</td>
<td>Acquisition</td>
</tr>
</tbody>
</table>
Wipro Differentiators: 1. Verticals

Improved Addressability through Verticalization

Verticals Addressed

- Telecom
- TSP & Media
- Banking
- Securities
- Insurance
- Manf.
- Retail & Services
- Energy & Utilities
- Healthcare

Pioneered the Vertical framework in 1999
Strengthened domain competencies
Model designed to facilitate scalability
High growth and scale in all verticals

Enhancing Customer Centricity
Wipro Differentiators: 2. Service Lines

Service Lines – Growth Drivers and Differentiators

Delivering Comprehensive Solutions
Wipro Differentiators: 3. R&D Business

Leaders in R&D Business

Industry Verticals Addressed

- Wireless Net & Devices
- Printing and Imaging
- Computer Sys & Storage
- Semiconductors

- 18000+ talent pool engaged in R&D Services
- Largest player based on headcount
- World’s largest independent team of Hardware Design Engineers of 2,200+
- Leaders in Telecom OEM
- Pioneers in the Embedded space

World’s largest 3rd party R&D business
Wipro Differentiators: 4. India & Middle East

Wipro Infotech – Emerging Market Focus

1. Leadership position in India, pioneer in Middle East
2. Best of breed partnerships
3. Revenue of $931 million; 3-year CAGR of Revenue at 39% and EBIT at 44%
4. Transformational customer engagements
5. Incubator of global service lines

<table>
<thead>
<tr>
<th>Consulting</th>
<th>Process, IT Governance, e-Governance, Security, Strategic Cost Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Solutions</td>
<td>Package Application, Business Intelligence, Application Development &amp; Management</td>
</tr>
<tr>
<td>Professional Services</td>
<td>System Integration, Infrastructure Management Services, Application Support</td>
</tr>
<tr>
<td>Infrastructure Products</td>
<td>Platforms, Networking, Storage, Enterprise Management &amp; Security</td>
</tr>
<tr>
<td>Total Outsourcing</td>
<td>IT, Process Strategy Formulation and Alignment to Business</td>
</tr>
</tbody>
</table>

Comprehensive IT solutions portfolio
Wipro Differentiators: 5. Wipro Way

Driving Innovation

- Understanding customer and his customers needs better
- Moving from doing what is contracted to being a partner in solution success
- Internal partnerships to create value for the customer
- Relationship building, Excellence in governance
- Partner of choice

Customer & Wipro

- Strategy
- Internal Controls
- Business Models

- Customer centered
- Experimentation
- Adaptable to changes
- Proactiveness

- Well defined and efficient Work processes
- Seamless Execution
- Optimized and Effective roles
- Appropriate tools / methods for process improvements
- Culture of Experimentation

- Right skill at the Right place
- HR practices aligned to business needs
- Training and Education
- High Employee engagement
Enhancing domain and technology competence

Expanding Service Line portfolio

New geographies

Investment of $1 billion+ towards strategic acquisitions
Shaping the Future

**Business Transformation**

1. Global TOS
2. Global Programs
3. Best Shoring
4. Integrated Consulting
5. Mega Partnerships
6. Product Engg as a Service line

**IT Transformation**
Shaping the Future: 1. Global TOS

Total Portfolio of Services

TIS
Infrastructure Consulting & SI
Managed Services – Open Systems
Network Management
Business Service Management
Service Desk

Infocrossing
Managed Data Center Services
Managed Services – Mainframe & Storage
Non-linear delivery model

Unleashing the value of Infocrossing acquisition

- A superior value proposition for Global IT Outsourcing Deals
  - Leveraging on Infocrossing’s world class Data Center Services capabilities to address Global IT Outsourcing deals involving management of customer’s strategic IT assets
- Augmentation of Service Portfolio
  - Augmentation of Managed Services portfolio through addition of Mainframe services
- Transformation from Remote Infrastructure Management to IT Infrastructure Outsourcing
  - Robust onshore front-end to address IT Outsourcing as opposed to only Remote Management

Comprehensive Service Proposition for Global Total Outsourcing
Refine solutions and increase focus on large, complex multi-tower engagements
Shaping the Future: 3. Best Shoring
Redefining the Delivery Model

Approach to Optimize Delivery Locations

• Design ideal mix of onshore, offshore and best shore based on client’s business needs and value hierarchy.
• Provide integrated applications, BPO and ITO Service Delivery from Global Service Centers.
• Provide near-shore capabilities with specialized skills aligned with customers’ business needs from Regional Centers.

Global Delivery Footprint to Deliver Best Shoring

Leverage growing global presence
Shaping the Future: 4. Integrated Consulting

Consulting as an Enabler

- Dedicated MEGA / GAMA account alignment
- Single services channel for Verticals / Accounts / Analysts
- Comprehensive market-aligned advisory services
- Single accountability for thought leadership
- Single support services group

Consulting aligned to accelerate growth
Enhanced customer value proposition
Improved customer penetration and global go-to-market
Co-innovation and Co-creation of Solutions
Emerging Market Focus
Synergistic Partnership ecosystem for the future

Mega Partnership help us leverage on untapped business potential with partners
Shaping the Future: 6. PES as a Service line
Cutting Edge Product Engineering Services

PES addressing multiple market segments
Global Programs Team (GPT)

T.K. Kurien
Lee Fields
GPT: Mission

• Initiate and leverage relationships with leading global sourcing advisors and PE firms; Attain prime-referral attention; Realize up to 50% of TCV (Total Contract Value) wins from Influencer channel

• Pursue large deals proactively with Wipro’s existing Strategic accounts that have Global Programs potential; leverage account knowledge and relationship success to create proactive themes; Target top 10 accounts across SBUs and chase

• Build strong, experienced teams for driving CXO relationship and opportunity front ending; Engage with accounts 12 to 18 months in advance of the opportunity to develop relationships and knowledge of client needs and propose aligned solutions

• Build and leverage creative outsourcing methodologies and differentiating solution offerings – Integrated IT/Business Process Solutions to penetrate accounts and perform Pre-deal consulting

• Own the complete bid management from Pre-RFX relationship building through RFX response and contract negotiation
The Macro process of “Global Programs” pursuits

- Sales Channel (new business)
- Advisor Channel (new prospects)
- Strategic Accounts Channel (developing & selective)

 OPPORTUNITIES

GP Suspect - Engage
GP Prospect - Qualify
GP Lead - Propose
GP Potential Customer - Contract
GP Customer - Service

Opportunity Development
Opportunity Management
Rules of Engagement...collaborating on an opportunity

1. Opportunity notification should reach GP team well in advance
2. GPSC should be notified immediately
3. Opportunity leader should be identified within 5 days of notification
4. First qualification to be done in 1 week

5. Opportunity information should be complete and comprehensive
   - Wipro history with the client
   - Relationship mapping
   - Competition information
   - Size, duration & scope
6. RFP based Qualification should be performed within 1 week of receiving RFP
7. Team should be formed within
   - 2 days for GPSC core team
   - 3 days for core solution team
   - 5 days for consulting SMEs
   - 7 days for review teams
8. Solution assurance reviews should be performed for every key milestone proactively
9. On-going qualification should be performed after every milestone
10. GREEN team review plan should be announced at least 1 week in advance and documents submitted at least 3 days in advance
11. RED team review plan should be announced at least 2 weeks in advance and documents submitted at least 2 days in advance
12. Minutes of all key client, advisor and internal meetings should be documented and distributed to core team on the same day
13. All unresolved issues should be escalated upwards within 2 days of planned closure date
14. Deal status report should be published on a weekly basis religiously to all stakeholders
15. Win-Loss analysis should be performed within 5 business days along with formal recording of best practices, lessons learnt and reusable components captured
All of these macro Processes have full documentation.

Qualify Opportunity:
- Wipro Capability assessment
- Competition assessment
- Cost of opportunity assessment
- Risk and feasibility assessment

Plan and Strategize:
- Estimate, form core and bid teams
- Develop plans for Stakeholder mapping, Advisor interactions, Partnership initiation
- Develop DD / Site visits plan
- Develop Solution & commercial Strategy
- Prepare executive summary
- Perform team review

Design Solution:
- Develop win themes
- Create story board
- Develop response as per Story board
- Integrate solution across tracks
- Develop pricing and value proposition
- Develop Risk strategy
- Perform team review
- Refine Executive Summary & response

Review and Refine:
- Execute risk strategy
- Develop negotiation strategy
- Validate and refine commercial offer
- Perform power-edits and quality checks
- Perform compliance & traceability checks
- Perform team review
- Finalize & submit proposal

Negotiate and Contract:
- Execute negotiation strategy
- Re-execute risk strategy
- Seek Client feedback
- Seek Advisor feedback
- Perform internal review
- Reassess top-line and margins realization
- Prepare and present BAFO
- Finalize contract and submit to client

Sign-off / closure:
- Perform win / loss review
- Document best practices
- Document lessons learnt
- Capture reusable deal components
- Update GP repository
- Update GP win / loss ratio

Know-ledge Management & Solution Assurance Throughout the Process
Tools and templates

- **Qualify Opportunity**
  - Market Research (Client, industry, Competition)
  - Opportunity Summary Note
  - Qualification Tool
  - Qualification Review Mtng.

- **Plan and Strategize**
  - Estimation Tool
  - Bid Planner and Tracker
  - Win Themes Guidelines
  - Stakeholder mapping guidelines
  - Advisor/Influencer guidelines
  - DD Planner and Tracker
  - Proposal Writing Guidelines

- **Design Solution**
  - Standard Response Template
  - Executive Summary Template
  - Transition Plan guidelines
  - Transformation guidelines
  - Governance guidelines
  - Program Management guidelines
  - Risk & change Management guidelines

- **Review and Refine**
  - Solution Assurance Checklist
  - GREEN Team Review Mtng.
  - RED Team Review Mtng.
  - Program Management guidelines

- **Negotiate and Contract**
  - Contract Review Guidelines
  - Negotiation Guidelines
  - Risk Management Guidelines
  - BAFO decision meeting

- **Sign-off & Service**
  - Win-Loss Analysis Tool
  - Win/Loss Analysis Mtng.
  - Best Practices Note
  - Loss Analysis Report
Functions

**Client engagement**
- Stakeholder mapping
- Advisor interactions
- Partnership initiation
- On-going feedback from client and advisor
- Relationship management

**Solution Design**
- RFX response management
- Solution design
- Transition design
- Transformation design
- Delivery design
- Bid management
- DD management

**Opportunity Management**

**Solution Assurance**
- Qualification
- Process management
- Solution quality management
- Guidelines and reviews

**Operations support**
- Staffing bid team
- Staffing program team
- Development center planning
- Travel and Logistics
- Site visits support
- Delivery preparation

**Pricing & Contracting**
- Commercial model
- Risk strategy
- Contract process
- Negotiation strategy
- Deal structuring

**Support Teams**
- Account Manager
- Opportunity Leader
- Sales Head
- Program manager
- Opportunity manager
- Enterprise Solution Architect
- Transition Manager
- Bid manager
- Design team
- Delivery head
- Delivery manager
- Infrastructure team
- Pre-sales team
- Resource mgmt team
- GP Finance Lead
- Vertical BFM
- Legal
- HR

**Additional Teams**
- Solution center leader
- Process Leads
- SIA Leads
- Vertical & Horizontal SMEs, APEX
# RACI…”who does what”

<table>
<thead>
<tr>
<th>Key Functions</th>
<th>RESPONSIBILITY</th>
<th>AUTHORITY</th>
<th>CONSULTED</th>
<th>INFORMED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client Engagement</td>
<td>Account Manager, Opportunity Leader</td>
<td>Sales Head</td>
<td>Executive Leadership Team</td>
<td>Pursuit Team</td>
</tr>
<tr>
<td>Solution Design</td>
<td>Opportunity Program Manager, Vertical SPOC</td>
<td>Opportunity Program Leader</td>
<td>Vertical &amp; Horizontal SMEs &amp; A/c teams</td>
<td>Solution Assurance Team</td>
</tr>
<tr>
<td>Operations Support</td>
<td>Delivery Head/Manager</td>
<td>Vertical head</td>
<td>Opportunity leader / Program Manager</td>
<td>Solution Assurance Team</td>
</tr>
<tr>
<td>Pricing and contracting</td>
<td>Legal, HR, Finance, Account Manager</td>
<td>Finance Lead, Sales, vertical head</td>
<td>Opportunity leader / Program Manager</td>
<td>Solution Assurance Team</td>
</tr>
<tr>
<td>Solution Assurance</td>
<td>Solution Center Leader</td>
<td>Chief Executive GP Team</td>
<td>Sales Head, Vertical Head</td>
<td>SMEs</td>
</tr>
</tbody>
</table>

Note: detailed responsibilities within each track are listed in the attached excel sheet
Governance

- Initial Qualification Review
  - Strategy Review
  - Commercial Review
  - Escalation management

- On-going Qualification Reviews
  - Strategy Review
  - GREEN Team Review
  - RED Team Review
  - Commercial/Legal Reviews
  - Milestone Reviews

- Transition Review
  - Solution Review
  - Transformation Review
  - Proposal Review
  - Milestone Reviews
  - GREEN/RED team Reviews

---

**GP Team**
- President, Strategic Deals
- Chief executive, Strategic Deals

**Vertical Team**
- SBU Head
- Vertical Head
- Sales head

---

**GP Team**
- Opportunity Leader
- Solution Center Leader
- Finance Leader
- Opportunity Program mngr

**Vertical Team**
- Account Manager / CEM
- Bid manager
- Business Finance Manager

---

**GP Team**
- Transition Lead
- Enterprise Solution Architect
- Process / SIA Leads

**Vertical Team**
- Vertical Service Leads
- Solution Architects
- Track Leaders
- Domain Leads

---

**Horizontal Service Leads**
- eEnabling
- ES-Enabling
- EAS
- TeS
- TIS
- BPO
- Consulting
Thank you for your time

Integrity to Win
- Make customers successful
- Team, innovate, excel

Act with Sensitivity
- Respect the individual
- Thoughtful and responsible

Unyielding Integrity
- Delivering on commitments
- Honesty and fairness in action

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