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.
<table>
<thead>
<tr>
<th>Time</th>
<th>Subject</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 9:05am</td>
<td>Introduction</td>
<td>Rajendra Shreemal</td>
</tr>
<tr>
<td>9:05 - 9:25am</td>
<td>Business update</td>
<td>Suresh Senapaty</td>
</tr>
<tr>
<td>9:25 - 9:45am</td>
<td>Wipro BPO Overview</td>
<td>Ashutosh Vaidya</td>
</tr>
<tr>
<td>9:45 - 10:05am</td>
<td>Manufacturing Overview</td>
<td>N.S. Bala</td>
</tr>
<tr>
<td>10:05 - 10:25am</td>
<td>BFSI Overview</td>
<td>Soumitro Ghosh</td>
</tr>
<tr>
<td>10:25 - 10:55am</td>
<td>Break</td>
<td>–</td>
</tr>
<tr>
<td>10:55 - 11:15am</td>
<td>Telecom &amp; Media Overview</td>
<td>TK Kurien</td>
</tr>
<tr>
<td>11:15 - 11:50am</td>
<td>Wipro Strategy</td>
<td>G. Paranjpe/S. Vaswani</td>
</tr>
<tr>
<td>11:50 - 12:15pm</td>
<td>Executive Remarks</td>
<td>Azim Premji</td>
</tr>
<tr>
<td>12:15 to 1.15pm</td>
<td>Q &amp; A</td>
<td>All</td>
</tr>
</tbody>
</table>
Business Update

Suresh Senapaty, CFO

December 03, 2009
Presentation Flow

1. Wipro Today – A Fact base

2. The Market Opportunity
Wipro Ltd has grown revenue at a 34%* CAGR and Net Income at a 30%* CAGR for the last 5 years

1. Incorporated in 1945
   - Businesses include
     • IT Business;
     • Consumer Care & Lighting;
     • Infrastructure Engineering

2. IT Services revenue of $4.3 billion

*Growth Rates are calculated based on IGAAP INR numbers which is our reporting currency; All numbers are IGAAP Financial numbers translated into USD on the basis of realized exchange rate.
Wipro’s IT Services Business has grown at a CAGR of 34% in the last 5 years

Sustained Growth

**US$4.3 billion in Revenues in FY08/09**
- Revenues of $2.1 billion in H1 FY09/10
- Part of NYSE’s Technology–Media–Telecom (TMT) Index, NSE  Nifty Index & BSE Sensex

Partner to Industry Leaders

**840 Global clients**
- 191 Fortune 1000/ global 500 clients
- 840 active clients as on Sep 30, 2009 with a repeat business ratio of over 98%

Attracts the Best Talent

**97,891 Associates**
- 97,891 associates from 65 nationalities
- One of the top 3 recruiters in India

Industry Expertise

**58 Centers of Excellence**
- 58 CoEs to develop technology & domain accelerators solutions
- Emerging Technology areas for ‘FY 09/10: Green, Cloud, Open Source, Mobility, Information Management, Collaboration, Social computing

Global Presence

**54 Countries**
- 72 Global Development Centers

---

### Revenues

<table>
<thead>
<tr>
<th></th>
<th>FY04</th>
<th>FY05</th>
<th>FY06</th>
<th>FY07</th>
<th>FY08</th>
<th>FY09</th>
<th>H1FY10</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ Million</td>
<td>1,011</td>
<td>1,458</td>
<td>1,952</td>
<td>2,611</td>
<td>3,647</td>
<td>4,323</td>
<td>1,000</td>
</tr>
</tbody>
</table>

CAGR: 34%

---

### Operating Income & Margins (%) (1)

<table>
<thead>
<tr>
<th></th>
<th>FY04</th>
<th>FY05</th>
<th>FY06</th>
<th>FY07</th>
<th>FY08</th>
<th>FY09</th>
<th>H1FY10</th>
</tr>
</thead>
<tbody>
<tr>
<td>INR Billion</td>
<td>21.9%</td>
<td>26.4%</td>
<td>24.6%</td>
<td>24.3%</td>
<td>21.3%</td>
<td>21.0%</td>
<td>23.1%</td>
</tr>
</tbody>
</table>

Note: (1) Operating Income for FY05 to FY07 represents Global IT services while for FY08 and FY09 represents IT Services Segment owing to segment reclassification w.e.f. FY09
A diversified and de-risked broad based portfolio

Revenue contribution of Top customers for Q2’09–10

<table>
<thead>
<tr>
<th>Customer Concentration (% of revenue)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Top customer</td>
<td>2.7%</td>
</tr>
<tr>
<td>Top 5</td>
<td>11.3%</td>
</tr>
<tr>
<td>Top 10</td>
<td>19.7%</td>
</tr>
</tbody>
</table>

- No customer contributing more than 3%
- 403 customers with $1 million revenue on trailing 12 month basis

<table>
<thead>
<tr>
<th>Vertical Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
</tr>
<tr>
<td>Telecom</td>
</tr>
<tr>
<td>CMSP</td>
</tr>
<tr>
<td>Financial Services</td>
</tr>
<tr>
<td>Manufacturing</td>
</tr>
<tr>
<td>Healthcare &amp; Services</td>
</tr>
<tr>
<td>Retail &amp; Transportation</td>
</tr>
<tr>
<td>Energy &amp; Utilities</td>
</tr>
</tbody>
</table>

- Diversified Vertical portfolio, with no vertical contributing more than 30%

Geographical Distribution

- US contributes less than 60%
- Strong presence in India/ME/Emerging markets
- Balance to align “Global spend and Growth in spend”

<table>
<thead>
<tr>
<th>Service Line Distribution</th>
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</thead>
<tbody>
<tr>
<td>Technology</td>
</tr>
<tr>
<td>Infrastructure Services</td>
</tr>
<tr>
<td>Testing Services</td>
</tr>
<tr>
<td>Package Implementation</td>
</tr>
<tr>
<td>BPO</td>
</tr>
<tr>
<td>Product Engineering</td>
</tr>
<tr>
<td>ADM</td>
</tr>
</tbody>
</table>

- Differentiated Service lines contributing over 60% of Revenues
- Total integrated consulting revenues constitute ≥2% of Revenue
Margins have consistently improved in the last 4 quarters from 21% to 23.8%

Operational Improvements driven through better price realization, improvement in off-shoring & utilization and better average cost
Leadership in our Non IT Business’

Wipro Consumer Care and Lighting
- Consumer Care and Lighting business recorded Revenues of Rs. 5.87 billion, a growth of 11% YoY and PBIT of Rs. 725 million, a growth of 13% YoY.
- International Business had a great quarter with leading growth in Vietnam, China and Indonesia.
- In our institutional business, we launched our premium furniture range last quarter which is doing well.
- Santoor, our flagship brand, remains the #1 toilet soap brand in South India.

Wipro Infrastructure Engineering
- Business environment in India recovers sharply.
- Ambitious plans on Road projects generating a lot of positive sentiment.

WIN–Eco–energy:
- Multiple contract wins in the Renewable Energy space, across a range of technologies.
- Resounding endorsement of our value proposition with our customers.
- Tie ups with product vendors/ research institutions to bring IT integration domain skills into renewable energy space.
Consistent Track Record of meeting and exceeding investor expectations

**Our Current Position**
- Annualized Revenues of $6 billion; Market Cap of ~$20 billion;
- ~100K people; 65 nationalities

**Our Firsts**
- To articulate Values and Leadership Qualities (1973)
- To introduce 360 degree Appraisal Systems (1994)
- To use Channels to sell Computers (1981)
- To introduce Employee Stock Options (1984). Framework from scratch
- World first to be certified SEI-CMM/PCMM/CMMi Level 5 & adopt Six Sigma (1996–97) and Lean in IT Services
- Indian company to be a part of NYSE TMT Index (2000)
- To introduce Ombuds-process (2002)

**Financials**
- Revenues greater than 480 of Fortune 1000 companies
- Profits are greater than 750 of Fortune 1000 companies

Financials as of FY 08/09
Presentation Flow

1. Wipro Today – A Fact base

2. The Market Opportunity
Indian IT Industry Today

Indian IT-BPO Sector\(^1\): Revenue Aggregate and Share of GDP

(USD billion)

- Exports
- Domestic
- Percentage of GDP

- Indian IT Industry – $60 Bn; exports at ~$ 50 Bn up from $150 Mn in 1990
- India => Most preferred offshore destination
- Innovation and scale
- Expansion into new markets
- MNCs integral part of the industry
- Focus on cost efficiencies and customer value

(1) Domestic IT BPO numbers include Hardware

Source: NASSCOM
Off-shoring to India Still Remains a Very Small Part of the Overall Spend

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

- Despite the growth India has seen in Global IT Services market, it is still a very small proportion (~3%) of global spend

Source: Nasscom Review, 2009
India Off-shoring market is expected to grow at a CAGR of ~13–19% through 2020

India’s offshore IT and BPO exports ($B)

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>FY00-01</td>
<td>0.9</td>
<td>13.1</td>
<td>17.3</td>
<td>23.0</td>
<td>40.3</td>
<td>46.3</td>
<td>25.0</td>
<td>60</td>
</tr>
<tr>
<td>FY04-05</td>
<td>4.6</td>
<td>17.7</td>
<td>23.6</td>
<td>31.4</td>
<td>10.9</td>
<td>12.8</td>
<td>35.0</td>
<td>175</td>
</tr>
<tr>
<td>FY05-06</td>
<td>6.2</td>
<td>13.1</td>
<td>17.3</td>
<td>23.0</td>
<td>29.4</td>
<td>34.5</td>
<td>25.0</td>
<td></td>
</tr>
<tr>
<td>FY06-07</td>
<td>6.3</td>
<td>17.7</td>
<td>23.6</td>
<td>31.4</td>
<td>40.3</td>
<td>46.3</td>
<td>25.0</td>
<td></td>
</tr>
<tr>
<td>FY07-08</td>
<td>8.4</td>
<td>17.3</td>
<td>23.0</td>
<td>31.4</td>
<td>29.4</td>
<td>34.5</td>
<td>25.0</td>
<td></td>
</tr>
<tr>
<td>FY08-09</td>
<td>10.9</td>
<td>17.3</td>
<td>23.0</td>
<td>31.4</td>
<td>40.3</td>
<td>46.3</td>
<td>25.0</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>12.8</td>
<td>17.3</td>
<td>23.0</td>
<td>31.4</td>
<td>29.4</td>
<td>34.5</td>
<td>25.0</td>
<td></td>
</tr>
<tr>
<td>2020E</td>
<td>~225-310</td>
<td>~175</td>
<td>~60</td>
<td>~250</td>
<td>~290</td>
<td>~345</td>
<td>~250</td>
<td>~60</td>
</tr>
</tbody>
</table>

With Current Initiatives

With Focused Initiatives & Innovation

CAGR of 13% to 19%

CAGR of 29%

Long Term Fundamentals of the India Off-shoring story remain intact

Source: NASSCOM McKinsey 2020 Perspectives
Summary

- Continue to deliver strong growth and operating profits across its IT and Non IT Business’
- Consistent margin improvements. Delivered a $279bps$ margin improvement in the last 4 quarters
- Systematic focus on driving business model change has Increased FPP mix by almost 10% in the last 6 quarters
- ROCE for IT Services business increased from 39% for FY09 to 46% at the end of Q2 FY10

Broad based recovery across verticals and services lines in IT Services Business– Guidance of 2.5%-4.5% for Q3 FY10
Function
Business Process Outsourcing

Transformational Solutions for Back AND Front Office

Ashutosh Vaidya, Sr. VP & Head, Wipro BPO Solutions

December 03, 2009
1. Evolution of BPO: taking it Beyond 2010

2. Voice of the customer

3. Wipro BPO Transformation – The Story of Last 2 Years

4. Illustration: Adding Value Beyond Just Savings

5. Base – Our Technology Toolkit for Back Office Transformation

6. Front Office Transformation

7. Holistic Approach to Transformation
Evolution of BPO: Taking it beyond 2010....

**Business Benefits & Transformation**
- Business Transformation
- Focus on Outcome
- Aligning to changing business climate

**Product Improvement**
- OpEx – Six Sigma, Lean....
- Domain & Process Knowledge

**Standardization**
- Labor cost saving
- Standardizing Ops Procedures

**Timelines**
- 2001-05
- 2005-08
- 2009 & Beyond

**Customer Benefits**
- Business Value Add
- Transformational Gains
- Business Insights
- Making the costs variable

**Efficiency Gains**
- Quality and Repeatability
- Knowledge Management

**Immediate Cost Savings**
## Voice of the Customer

### What are they looking for?

<table>
<thead>
<tr>
<th>Transformational Gains</th>
<th>Align to our changing business climate</th>
<th>Complex Regulations &amp; Compliance Mgmt</th>
<th>Vendor Consolidation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business SLAs</td>
<td>Change BPO with change in Biz needs</td>
<td>Multi Country VAT</td>
<td>Global Scale – Language, proximity, local biz needs</td>
</tr>
<tr>
<td>Beyond efficiency gains</td>
<td>Run BPO with plethora of apps e.g. SAP/Oracle in diff parts</td>
<td>Revenue Recognition norms under IFRS/GAAP</td>
<td>Reduced Governance costs with Effective dashboard</td>
</tr>
<tr>
<td>Help Deliver Business Results?</td>
<td>Nimble Contract to facilitate this change</td>
<td>SOX Compliance</td>
<td>Ability to shift work across locations</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Uniform quality standards</td>
</tr>
</tbody>
</table>

Intelligent Outsourcing – NOT just “My Mess for Less”
Wipro BPO Transformation – Story of Last 2 Years

1. Extensive Range of BackOffice / Knowledge Services
   - Global, Multilingual P2P, R2R, O2C
   - Largest 3rd party provider of Securities BO
   - Pay Per Drink HRO Solution
   - Pharmacovigilance
   - Marketing
   - Master/Reference Data Mgmt
   - LPO

2. From “Call Centre” to “Front Office”
   - Adding Web/Chat/Mail to the spectrum
   - Voice / Text Analytics / CRM insights
   - L1–L4 Depth in Tech Help Desk

3. Investing in Technology Innovation and Domain Expertise

4. Global Footprint – added 12 Centers from Adelaide to Curitiba
   - 5 Centers in Eastern Europe
   - Cover all major languages
   - 97% + Local hires
   - US / Australia Near shore Solutions
Scenario: 100 FTE Order Management Function for $1 Bn Biz.

Standard Outsourcing will:
- Save $2.2 Mn on a cost base of $6Mn
- 10-30% better process accuracy
- Cut backlog of pending orders

“Transformational Outsourcing” will ADD:
- DSO by 5–15 days – saving $2.5 Mn in Cost of Capital
- Prioritizing Order Processing. WIP/FG inventory by 5% save $0.7 Mn
- Inventory Write off by 2–3% $0.9 Mn
- Improved adherence to Customer Required Delivery (CRD) lead time – Improved CSAT
- Make Revenues more predictable – priceless!!
- More benefits depending on the customers needs..........
Base))) – Our Technology Toolkit for Back Office Transformation

**Acceleration**
- Ability to use multiple ERP systems
- Lightweight customization
- Decouple Processing layer from underlying application

**Effectiveness**
- Linking processing rules to business goals
- Nimble change in processing rules without heavy customization
- Business insights through Reports & Analytics

**Efficiency**
- Saves cost and time in data capture & validation, reporting
- Facilitates prioritizing transactions, exception handling
- Helps Identify process bottlenecks

**Transparency**
- Web based Dash board for complete visibility
- Drill down by parameters like date/value/region/customer/product

**Compliance**
- Facilitates role based, minimal & ‘just-in-time’ data sharing
- Ensuring compliance through complete control over your outsourced process
Transforming the Front Office

Transformation of Interfaces

Unprecedented levels of rich data
- Email Chat logs
- Web 2.0 Communities
- Survey Responses
- Call Recordings
- CRM Database
- Switch Reports

Unlocking value of unstructured data
- Data Analytics
- Speech Analytics
- Text Analytics

Wipro Process Excellence & Quality Framework

Six Sigma Lean Kaizen Transformation

Automation and Self Service Roadmap

Better Consumer Experience, Lower Cost of Service, Revenue Opportunities
Holistic Approach to Transformation

Combining Consulting, BPO & IT
- Review Business model
- Aligning policies
- Technology changes
- Process improvements

Tech Innovations for Front Office
- Speech Analytics
- Leveraging AI for voice and chat automation
- Rev generation ideas – combine CRM+ Analytics+ Xpert Connect

Empowering BackOffice with Base

Acceleration
Effectiveness
Efficiency
Transparency
Compliance

Achieving Functional Goals, Not just Process Efficiencies
Manufacturing

Delivering Accelerated Performance through Transformation

N.S. Bala, SVP and Head, Manufacturing Vertical

December 03, 2009
We are the goods behind the good things in life

- Industrial Mfg
  - White Goods Mfg
    - Think HVAC, Think Appliances
  - Paper, Pulp, Packaging Industry
    - Think Food Pkg, Think Newspaper
  - Automotive
    - Think Car
- The World Of Manufacturing
- Aerospace
  - Think Safe Travel
- Consumer Electronics
  - Think Music
- Pharma
  - Think Medicine
- Industrial, Steel, Chemicals, Sustainable Mfg
  - Think Machinery, Think Environment
While the macro environment looks challenging

- Share of Manufacturing in World GDP down to 17% in 2008, compared to 19% in 1998 and 23% in 1988. – *United Nations Statistics*

- In US both manufacturing output and employment are down 15% from the start of the recession in December 2007, far more than overall GDP and employment. – *The Economist*

- “Global recession is ending, but a subdued recovery is ahead” – *IMF*

- Manufacturing production growth is expected to decline to 11.3 percent this year before rebounding to 4.6 percent growth in 2010 and to 6.0 percent growth in 2011.
Manufacturing BU has bucked the trend…

15.5% of WT revenues in FY10H1

3.9% seq. growth in Q2

15.1% of WT Revenues in FY09

✔ Early Innovators
  • Factory Model
  • CiGMA
The industry is trying to re-invent and spend differently……

**Product & Service Innovation**

**SC Optimization - Extended Enterprise**

**Focusing on Nascent Markets**

**Sustainable Manufacturing**

---

**IT Opportunities to enable Transformation**

**Industrial & General Manufacturing**
- Product & Service Integrated Offerings
- Sustainable Supply Chain & Operations
- Workforce Collaboration
- Product Rationalization
- Tax Efficient Supply Chain Mgmt

**Hi-Tech**
- Networked Products
- Energy Efficient products
- Content Supply Chain
- Sales & Operations Planning

**Aerospace**
- Increased use of Avionics
- Globalized Product Development & Manufacturing
- Shift of MRO to Low Cost Centers
- Use of Alternate Fuels
- Supply Chain Collaboration

**Automotive**
- Alternative Fuel Technologies
- Telematics
- Reduce Carbon Footprints
- Emerging Market Focus leading to low cost cars

**Pharmaceuticals**
- R&D Cycle Time reduction
- Cost takeouts in Sales & Mktg
- Secured Supply Chain
Our solutions to accelerate the transformation....

<table>
<thead>
<tr>
<th>Revenue Impact</th>
<th>Cost Impact</th>
<th>Brand Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product &amp; Service Innovation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Design Collaboration Solution</td>
<td>● PLATO – Automotive Test Lifecycle Mgmt</td>
<td>● Bluetooth – Car Infotainment &amp; Personal Navigation Device Integration – BRAND</td>
</tr>
<tr>
<td></td>
<td>● On-Demand Clinical Trials</td>
<td></td>
</tr>
<tr>
<td><strong>SC Optimization Extended Enterprise</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>● FreeWay – OEM Dealer Integration</td>
<td>● Tax Efficient Supply Chain</td>
<td>● e-Pedigree – Track &amp; Trace</td>
</tr>
<tr>
<td></td>
<td>● PLM–ERP–MES Integration</td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Supply Chain Visibility</td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Orders, Shipments, Inventory, WIP and Supplies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Sales &amp; Operations Planning</td>
<td></td>
</tr>
<tr>
<td><strong>Focus on Nascent Markets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Product Lifecycle Optimization Solution to reduce time–to–market through Market Mapping and Emerging Market Analysis</td>
<td>● ManTra – Managed Transitions for Work Transfer</td>
<td></td>
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<td></td>
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<td></td>
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<tr>
<td><strong>Sustainable Manufacturing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Real Time Device Management</td>
<td>● Product Environmental Lifecycle Analysis</td>
</tr>
</tbody>
</table>
## Transformation Delivered to Clients

<table>
<thead>
<tr>
<th>Client Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Consumer Electronics Major</td>
<td>Business Process Optimization of material pricing &amp; contract processes across North American operations</td>
</tr>
<tr>
<td>Global Aerospace Leader</td>
<td>Energy Optimization through Analytics for plant floor and operations across multiple plants in US and UK</td>
</tr>
<tr>
<td>Global Pharma Giant</td>
<td>Process consolidation and optimization into One Global and 4 regional hubs for Manufacturing, Supply Chain and F&amp;A Processes</td>
</tr>
<tr>
<td>Leading HVAC Manufacturer</td>
<td>Supply Chain, Manufacturing, HR and F&amp;A process transformation across 20 locations</td>
</tr>
<tr>
<td>Global Paper &amp; Packaging Major</td>
<td>Harmonized Process across the globe for plant maintenance, procurement, service mgmt &amp; inventory mgmt, Implementation &amp; rollout of OneSAP template across 21 mills</td>
</tr>
<tr>
<td>Global Automotive OEM</td>
<td>Inventory Reduction, Improved Planning &amp; Scheduling Efficiency through consolidating business functions and MES-ERP integration</td>
</tr>
<tr>
<td>Global Automotive OEM</td>
<td>Improving global supply chain visibility through transformation of In-transit vehicle tracking process</td>
</tr>
<tr>
<td>Global Major</td>
<td>Optimizing the after market services through early warning capability using real time vehicle Telematics</td>
</tr>
</tbody>
</table>
Our prediction for the future and our big bets…

- Creation of localized products for emerging markets
- Outsourcing services akin to manufacturing outsourcing
- Extensive collaboration across the globe (enabled by IT)
- Regulation compliance & Sustainable manufacturing

- Business Process level SLAs
- End to End Visibility & Monitoring at business process to IT
- Asset level
  - Map, Measure and Manage by business priority

- Product & Compliance Testing for localization
- Reduce Time-to-Market

- Design for environment
- Sustainable Procurement
- End of Life Recovery Management

- Cloud Hosted Solutions
  - Warranty Management
  - Clinical Trial on-demand
  - Infotainment on Cloud

- Work force collaboration
- Early Market feedback
- Digital Advertising
BFSI Overview

Soumitro Ghosh, SVP & Head, BFSI

December 03, 2009
Did you know?

Wipro Manages Customer Systems for:

Authorization, Clearing and Settlement
- 50 million cards
- Outstanding of USD 60 billion

Systems handle requests
- Over 25 billion card transactions
- involving over USD 2.5 trillion

Approximately USD 80 billion of the mortgages originated in US

One out of 9 orders for Trade Settlement globally

- 280 million policy holders
- 147.55 million customer IDs for single view access

Booking the corporate actions within 24 hours of the notifications globally

Single View
- ~30m customers across life, pensions & annuities lines of business

30.1% of the trading volume in US Equity & OTC Derivatives market
About BFSI

- 26% of Wipro’s Revenues
- Grown faster than company for last five years
- Over 15,000 FTEs
- Over 2000 Industry consultants

- Over 50 customers across different Geographies
- Deep competency in different practices
- 15 Centers of Excellence
Our Vision

To be the **Trusted Partner** for our clients in their Transformational Initiatives

- Generate More Revenues
- Reduce Cost
- Improve Operational Efficiency
- Improve Customer Satisfaction
- Time to Market
- Competitive Advantage

Transformation
Customers are transforming and adapting themselves to a New Normal

KEY TRENDS

1. Customer will continue to be lean
   - Reduction in Business as Usual spend in BPO and Infrastructure
   - Application Development and Maintenance
     • Strategic Outsourcing
     • Application Rationalization

2. Reorganizing to a “new” shape and form – Core Vs Non Core

3. Risk and Compliance

4. Merger and Acquisition

5. Discretionary Spend
   - Only very Critical Projects
   - Quick returns
   - Demanding customers

6. Emerging Markets Focus
We are driving ‘New Offerings’ to address the New Opportunities in the marketplace.

1. Customized offerings in BPO and Infrastructure Services
2. Continue to Drive “PACE” on the application side
3. M&A Practice
4. Risk and Compliance Practice
5. Internationalization
We are working with several clients helping them transform

One of the Large Retail Banks in UK

Application and Infrastructure Integration with another UK based bank post acquisition leading to:

- Improved Operational Efficiency
- Reduced costs

Global Investment Bank

Manage the QUALITY of Reference Data for all their Traded Instruments leading to:

- Manage Credit & Operational Risk
- Bring down TCO of the Reference DATA Platform

A large European Insurer

End to end policy admin system including the entire SDLC enabling:

- Flexibility & Scalability to enable faster time to market
- Streamline processes for all products
- Enable insurer to offer customized pricing
- Enable Internationalization
Enablers for Transformation

- Deep Industry Knowledge
- Strong Consulting Capabilities
- Program Management
- Solutions and System Integration
Strong Industry Practices

Insurance
1. Sales and Distribution
2. Policy Administration
3. Claims
4. Shared Services

Retail Banking
1. Lending
2. Cards
3. Payments
4. Channels
5. Transaction Banking

Securities & Capital Markets
1. Investment Banking
2. Asset & Wealth Mgmt.
3. Asset Servicing
4. Exchanges
5. Retail Brokerage
We are leveraging our multiple capabilities to drive Customer Solutions

Banking & Capital Markets
1. Intuitive Customer Experience:
   a. Sales Advisory Platform
   b. Delinquency Management
   c. Online assisted self service enablers
2. Reference Data Management
3. Mortgage Solutions: Loan Origination and Loan Servicing
4. Post Trade Settlement: Process Factory
5. M&A
6. Risk and Compliance

Insurance
1. Policy Administration: “Business in a Box”
2. Claims: EC2W (Enterprise Claims Collaboration Workbench)
3. Analytics: KPI library and Data Models
Telecom & Media Overview

TK Kurien, President – Telecom and Wipro Consulting Services

December 03, 2009
In our playing field everyone believes that everyone else holds the key to their futures!

Environment

- Traditional Media companies trying to fight a battle where "content" is near free and traditional advertising models are being pushed to deliver outcomes. Overall market is expected to decline by 5–7% this year.
- Telco’s fighting for survival as traditional profitable segments are under threat from IP/Cloud based solutions. Telco's are now fast approaching the cutover point where cost of running switched networks is now more than revenue. Traditional services typically contribute to all the profitability of a Telco. In the next 3 years decline in traditional revenue is expected to be between 8–10% in developed countries.
- Overall the market for equipment vendors is expected to decline by 7–8% this year. R&D spends are expected to decline from 13–14% of top line to 8–9%. All equipment vendors looking towards network services for revenue.

Implications for Wipro

- Significant shift in focus from just reducing cost to driving revenue side outcomes.
- Solution themes focused around customer segmentation, micropayments, adaptive content etc.
- Delivery models – Managed services, business outcome based deliverables and integrated services.
- Internal organization mix to change from being led to leading.
..and we have an Integrated Organization to address this...

### Market Units
- Service Provider
  - Consumer
  - Enterprise
- Equipment Vendors and Devices
- Media & OTT Players

### Consulting and Business Integration

### Solution Units
- Content Delivery & Management Services
- IT Services
- Network Engineering Services
- R&D Services

### Common Integrated Delivery
with 20% of revenues – supported by a solution based strategy...

**Transform & Grow**
- **Solution**
  - Customer Segmentation
  - Wipro Ad Platform
  - Wipro’s Adaptive Learning Platform

**Benefits**
- Improve customer targeting by 35% and Reduce churn by 1.8% (2 customers)
- Reduce cost of ad creation by about 50% & Improve customer conversion velocity by 30% (3 customers)
- Covers 4 Mn students (2 customers)

**Transform & Optimize**
- **Solution**
  - Network Cloud
  - Wipro RAPIDS
  - Royalties Management

**Benefits**
- Creating a cloud infrastructure for equipment vendors
- Back plane behind emerging market platforms approx billion dollars in deals already booked using this platform
- Shared services platform for digital rights and royalties management (2 customers)
Wipro’s success has centered around managing end customer experience, across the Tele-Media Value chain.

- 9 of the Top 10 Media and Entertainment Players
- 12 of the Top 15 Communication Service Providers
- 9 of the Top 10 Equipment Vendors

Over 12500 employees globally across geographies

Experience spanning 2 decades
a look at some of the sample wins in the past..

<table>
<thead>
<tr>
<th>Client</th>
<th>Type of Deal</th>
</tr>
</thead>
<tbody>
<tr>
<td>One of the world largest communication and media company</td>
<td>Developing and defining an online strategy for managing atomic content specifically directed at the Americas.</td>
</tr>
<tr>
<td>One of the world largest mobile operator</td>
<td>Develop a strategy to reduce ~USD 600 Mn from their IT and Operations cost base.</td>
</tr>
<tr>
<td><img src="image" alt="Nokia Siemens Networks" /></td>
<td>App rationalization and centralization of application management services for their backend processes. Reduced cost from existing vendor by almost 30 percent.</td>
</tr>
<tr>
<td><img src="image" alt="Alcatel-Lucent" /></td>
<td>End to End ownership of legacy products. Scope includes product enhancements and maintenance covering 6 countries and 2 product lines.</td>
</tr>
<tr>
<td><img src="image" alt="AIRCEL" /></td>
<td>End-to-end IT partner. Service launch in 6 months using RAPIDS framework. Ownership of IT and Infrastructure Management. Target customer base is over 180 Mn.</td>
</tr>
<tr>
<td>One of the Largest Private Broadcasters in the UK</td>
<td>Dynamic Ad scheduling platform using customer analytics and linear programming conceived and developed by Wipro. Improved revenue over a year by 4 percentage points.</td>
</tr>
</tbody>
</table>
Wipro Strategy

Girish Paranjpe/Suresh Vaswani
JT CEO’s – IT Business

December 03, 2009
Wipro Today – Delivering the Integrated Services Portfolio
Permanent reset in the economic order – 7 Mega Trends

<table>
<thead>
<tr>
<th>Macro-economic and demographic trends</th>
<th>1. Shifting centers of economic activity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2. Working age population shrinking in key developed countries</td>
</tr>
<tr>
<td>Social and environmental trends</td>
<td>3. Increased Internet and mobile connectivity transforming the way people live and interact</td>
</tr>
<tr>
<td></td>
<td>4. Increasing consumption of and supply gap in natural resources (e.g., oil, water)</td>
</tr>
<tr>
<td>Business and technology trends</td>
<td>5. Global economic crisis leading to major shift in industry structures</td>
</tr>
<tr>
<td></td>
<td>6. Corporate boundaries being redefined</td>
</tr>
<tr>
<td></td>
<td>7. Technology radically transforming the way traditional corporations and governments function</td>
</tr>
</tbody>
</table>

* Source: NASSCOM Perspective 2020 report
Leading to the creation of the 21st Century Corporation

- Move to variable costs whenever you can
- Stay dynamic & flexible & not held hostage by assets, speed to market
- Rationalize & identify what is Core and Non Core to business success
- Virtualize non core processes and some core processes – make the goal of higher productivity the shared business imperative of “partners”
- Joint objectives and targets between the client and its partners
- New Target Operating Models

Delivering demand generation, superior growth, margin, cash flows & sustainability
Mapping Wipro’s Strategy to the needs of the 21st Century Corporation

**Expectations of the 21st Century Corporation**

- **One Who**
  - Enables business outcomes rather than offering services for hire
  - Commits to Skin in the game
    - Risk & Reward Models
  - Proactively invests in customer benefits
  - Is a guide, and a partner in the journey

**Wipro Strategy**

**Transformation Partner**

**Enabled by**

1. Delivered by a focused Client Engagement Program.
2. Innovating services & delivery models
3. Robust Services Roadmap
   - Technology Innovation
4. Globalization
   - Delivery & Workforce
   - Markets
5. Inorganic Growth
6. Mega-alliances

Providing transformational outcomes to customers
Structured and focused client engagement program

CEM as CEO of the Account

Sales Process Excellence

Large Account focus MEGA & GAMMA PROGRAM

Advisor Relationships

Consulting led engagements
Innovating services & delivery models

- **Factory Model**
  - Flex Model: Activity based
  - Cigma: Process based
  - GCC: Element Based

- **IPs, Solutions and Frameworks**
  - Productized Solutions
  - Process based Solutions

- **Differentiated Services**
  - System Integration
  - Specialized Services
  - Combinatorial Services

- **SDLC Accelerators**
  - Process Accelerators
  - Task and Profile Segregation
  - Std. Accelerator Components

DRIVING DOMAIN CENTRICITY & NON-LINEARITY IN OPERATIONS
Driving a robust Services Roadmap – Technology Innovation

<table>
<thead>
<tr>
<th>Cloud Environments</th>
<th>Transforming enterprise applications &amp; infrastructure to operate in hybrid cloud</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collaboration</td>
<td>Deliver business process efficiency &amp; enhanced user experience for global enterprises</td>
</tr>
<tr>
<td>Green Technologies</td>
<td>Achieve sustainability goals of enterprises using a combination of IT and non-IT</td>
</tr>
<tr>
<td>Mobility Force</td>
<td>Extend enterprise &amp; consumer applications &amp; manage multiple devices for mobile work</td>
</tr>
<tr>
<td>Social Computing Strategy</td>
<td>Leverage collective intelligence of communities for Enterprise products &amp; services</td>
</tr>
<tr>
<td>Information Management</td>
<td>Manage Information in Hybrid environments &amp; apply multimedia analytics for business insight</td>
</tr>
<tr>
<td>Security</td>
<td>Physical &amp; Information Security in a globalized business environment</td>
</tr>
</tbody>
</table>

Investing in Technologies Enabling the 21st Century Corporation
Continue to globalize our markets, delivery centers, teams and leadership
Continue to invest to globalize our markets presence

**Immediate**
- Strong Presence in India, Australia & Middle East

**Medium Term**
- Market developments & presence in LATAM & China

**Longer Term**
- Scale in LATAM and China
‘String of Pearls’ Inorganic Growth Strategy

Key Principles

• Enhancing domain & technology competence
• Expanding Service Line portfolio
• New geographies
• Filling Strategic Gaps

Key Transactions

Infocrossing

• Pan-US local Hosting capabilities with a Managed Services layer providing a significant competitive advantage in large TOS deals

CITOS

• Committed business from Citigroup of at least US$500mill over 6 years
• Exclusivity of TIS services for Citigroup out of India & preferred Vendor status for ADM work delivered out of India
Driving Mega Alliances – Leveraging differentiated channels to deliver customer needs

1. Enhanced customer value proposition
2. Improved customer penetration and global go-to-market
3. Co-innovation and Co-creation of Solutions
4. Emerging Market Focus
5. Synergistic Partnership ecosystem for the future – Sell To, Sell With, Co Innovate

Mega-alliance strategy places Wipro in a unique position in the world of consolidating ‘stacks’
Strategic Actions will cut across multiple horizons..

Immediate Need Move up Value Chain Define the Next Model

Horizon – 1

Focus on new Business Models/Technologies - Cloud, Automation, etc

Build Transformation & SI Capabilities

Horizon – 2

Deliver & Expand Transformation & SI Capabilities

Address customers’ Growth & integration needs Sustain the right Cost Model

Horizon – 3

Address customers’ Need for a Utility Model Re-invent a new Cost Model

Address customers’ Cost & Capital Conservation Requirement Build the right Cost Model
In Summary

New Normal

21st Century Corporation

Investing to meet the needs of tomorrow

Technology
Cloud Collaboration Green

Markets
India/ Middle East China Latam

Domains
Healthcare Govt./Defense / Security
Thank You