



**February 27, 2020**

The Manager- Listing  
BSE Limited  
(BSE: 507685)

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

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

Dear Sir/Madam,

**Sub: Press Release**

We are enclosing herewith copy of Press Release which is being released today.

**For Wipro Limited**

*G Kothandaraman*

**G Kothandaraman  
General Manager-Finance**



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## **Wipro Opens New Designit Studio in Dallas to Expand Reach of Design Innovation**

**Dallas, USA – February 27, 2020:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, today announced that Designit, its strategic design arm, is opening a new studio in Dallas to bring the firm's unique approach to strategic design to the city, signalling the expansion of the design-driven mindset outside of the traditional hotspots of Silicon Valley and New York City. The studio will be officially launched with an event at the Dallas Museum of Art on March 3, 2020.

Designit, a Wipro company, is a global strategic design firm that works with some of the world's largest companies including Abbott, BMW, BP, CBRE, Cisco, FedEx, GM, Novo Nordisk, Lloyds to "design what matters" and help create people-centered experiences and organizations. Designit plans to work with local organizations and leverage its global knowledge and expertise, to design innovative business offerings, user experiences, services, and organizational processes. Dallas is an ideal new location for the firm as the region has a large and growing market with a unique combination of old and new - several corporate headquarters alongside a booming tech and startup community.

"At Designit, we believe everything can and should be designed. Through design, we focus on solving needs and pain points for people. What matters to people, matters to business, matters to society. Our approach to design is holistic, and multidisciplinary, working together with business and technology to deliver solutions that serve people, and drive sustainable business growth." **Ayal Levin, Executive Director, Designit, Dallas** said. "We're very excited to setup the new studio in Dallas, and to provide strategic design services outside of the traditional coastal corridors and help Dallas' companies design what matters."

The Designit Dallas studio will work within Wipro's Dallas regional offices, which currently have over 1,500 employees in the region as well as some of Wipro's most established enterprise customers. Designit will be hiring new employees from within the greater Dallas region as well as Texas' most prestigious universities.

"Wipro is proud that Designit is part of our team; their strategic design services lead to digital experiences that our clients and their customers love," said **Rajan Kohli, President Wipro Digital, Wipro Limited**. "Designit's studios in San Francisco and New York have been extremely successful, and we expect our Dallas studio to follow suit."

To celebrate the launch of the Dallas studio, Designit will be hosting an opening celebration at the Dallas Museum of Art on Tuesday, March 3, 2020 at 5:30 pm CT. The event will include

discussions about designing the future today, a tour of the "Speechless" exhibition at the Dallas Museum of Art and networking with local innovation leaders. Speakers will include:

- Ayal Levin, Executive Director at Designit Dallas
- Kate Canales, Chair of Design Department at University of Texas
- Dave Copps, Co-Founder & CEO of Worlds.

Residents of the Dallas-Ft. Worth region interested in attending the launch party can register to attend for free on [the Eventbrite page here](#).

### **About Wipro Limited**

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 175,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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### **Forward-looking and Cautionary Statements**

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in our earnings, revenue and profits, our ability to generate and manage growth, intense competition in IT services, our ability to maintain our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which we make strategic investments, withdrawal of fiscal governmental incentives, political instability, war, legal restrictions on raising capital or acquiring companies outside India, unauthorized use of our intellectual property, and general economic conditions affecting our business and industry. Additional risks that could affect our future operating results are more fully described in our filings with the United States Securities and Exchange Commission. These filings are available at [www.sec.gov](http://www.sec.gov). We may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. We do not undertake to update any forward-looking statement that may be made from time to time by us or on our behalf.