



**June 16, 2022**

The Manager- Listing  
BSE Limited  
(BSE: 507685)

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

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

Dear Sir/Madam,

**Sub: Press Release**

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

Thanking you,

**For Wipro Limited**

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

Registered Office:

**Wipro Limited** T : +91 (80) 2844 0011  
Doddakannelli F : +91 (80) 2844 0054  
Sarjapur Road E : info@wipro.com  
Bengaluru 560 035 W : wipro.com  
India C : L32102KA1945PLC020800





### **Wipro Unveils New Brand Campaign: *Ambitions Realized.***

*The new brand underscores Wipro's focus on enabling its clients, partners, employees, and communities to realize their boldest ambitions*

**NEW YORK | BANGALORE, India – June 16, 2022:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading technology services and consulting company, today revealed a new brand campaign designed to reinforce the company's increasingly important role in helping clients realize their boldest business and technology goals.

*Ambitions Realized*, Wipro's first major brand campaign in five years, is the culmination of the remarkable transformation Wipro has achieved under CEO Thierry Delaporte's leadership and reflective of the company's increasingly influential position as a strategic innovation and transformation partner to some of the world's largest companies.

"Wipro's ambition, to be a trusted partner to our clients as they transform their businesses, is the underlying driver behind the new brand campaign" said **Stephanie Trautman, Chief Growth Officer, Wipro Limited**. "Increasingly, clients are looking to us to design solutions and orchestrate across ecosystems to provide them with the agility and speed they need to grow in an era of rapid innovation and disruption. At the core of our business is our people, and now, more than ever, they are looking for us to help them realize their ambitions with pathways to professional growth and an inclusive and purpose-driven environment.

"Our new brand recognizes our mission of fueling our clients', partners', employees' and communities' success and inspiring them to realize their biggest ambitions and ignite personal and professional growth."

Wipro has been on an ambitious growth journey over the past two years. The company's total revenue crossed the \$10 billion mark in fiscal 2022, when Wipro recorded its fastest-ever revenue increase and largest ever net talent acquisition, reaching over 240,000 employees worldwide.

Through a series of strategic acquisitions, the company has expanded its consulting offerings in strategic growth areas and made significant investments in digital transformation capabilities, technology, and engineering services. In July 2021, Wipro committed to investing \$1 billion in [Wipro FullStride Cloud Services](#) to deliver a seamlessly orchestrated cloud transformation that accelerates business results for clients.

"Our new brand campaign brings forth the true spirit of Wipro," said **Laura Langdon, Chief Marketing Officer, Wipro Limited**. "As one of the only companies that contributes two thirds of its earnings to its communities, we set a high bar for ourselves and for all those around us in terms of what's possible.

# WIPRO NEWSFLASH

“Whether it’s healthcare, education, or sustainability, we are committed to addressing some of our era’s most complex problems and driving purposeful change—for ourselves and for our clients. With *Ambitions Realized* we are proud to roll out a campaign that both leans into our heritage and leaps us into the future, as we increasingly help clients, employees and stakeholders unlock their true potential.”

New technologies like Metaverse, Web3, Internet of Things, and Artificial Intelligence are increasingly challenging existing business models and the skills required to succeed. Wipro is investing heavily in these emerging technologies and in the development of its workforce to deliver clients cutting-edge thinking and solutions.

In addition, a broadening range of stakeholders are holding corporations accountable for reducing their impact on the environment. Wipro, as a founding member of Transform to Net Zero, has committed to reducing its greenhouse gas emissions to zero by 2040—and by 55% by 2030. The company is increasingly bringing its expertise in Net Zero transitions to clients to help them realize their sustainability goals.

*Ambitions Realized* encapsulates the bold innovation, expertise, and orchestration required to transform businesses for growth, develop the talent for the future, and create a sustainable planet for all.

For more information on *Ambitions Realized*, please visit [www.wipro.com](http://www.wipro.com).

## About Wipro

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading technology services and consulting company focused on building innovative solutions that address clients’ most complex digital transformation needs. Leveraging our holistic portfolio of capabilities in consulting, design, engineering, and operations, we help clients realize their boldest ambitions and build future-ready, sustainable businesses. With over 240,000 employees and business partners across 66 countries, we deliver on the promise of helping our customers, colleagues, and communities thrive in an ever-changing world. For additional information, visit us at [www.wipro.com](http://www.wipro.com)

## Contact

Sanuber Grohe  
[Sanuber.grohe@wipro.com](mailto:Sanuber.grohe@wipro.com)

## Forward-Looking Statements

The forward-looking statements contained herein represent Wipro’s beliefs regarding future events, many of which are by their nature, inherently uncertain and outside Wipro’s control. Such statements include, but are not limited to, statements regarding Wipro’s growth prospects, its future financial operating results, and its plans, expectations and intentions. Wipro cautions readers that the forward-looking statements contained herein are subject to risks and uncertainties that could cause actual results to differ materially from the results anticipated by such statements. Such risks and uncertainties include, but are not limited

## WIPRO NEWSFLASH

to, risks and uncertainties regarding fluctuations in our earnings, revenue and profits, our ability to generate and manage growth, complete proposed corporate actions, intense competition in IT services, our ability to maintain our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which we make strategic investments, withdrawal of fiscal governmental incentives, political instability, war, legal restrictions on raising capital or acquiring companies outside India, unauthorized use of our intellectual property and general economic conditions affecting our business and industry.

Additional risks that could affect our future operating results are more fully described in our filings with the United States Securities and Exchange Commission, including, but not limited to, Annual Reports on Form 20-F. These filings are available at [www.sec.gov](http://www.sec.gov). We may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. We do not undertake to update any forward-looking statement that may be made from time to time by us or on our behalf.