



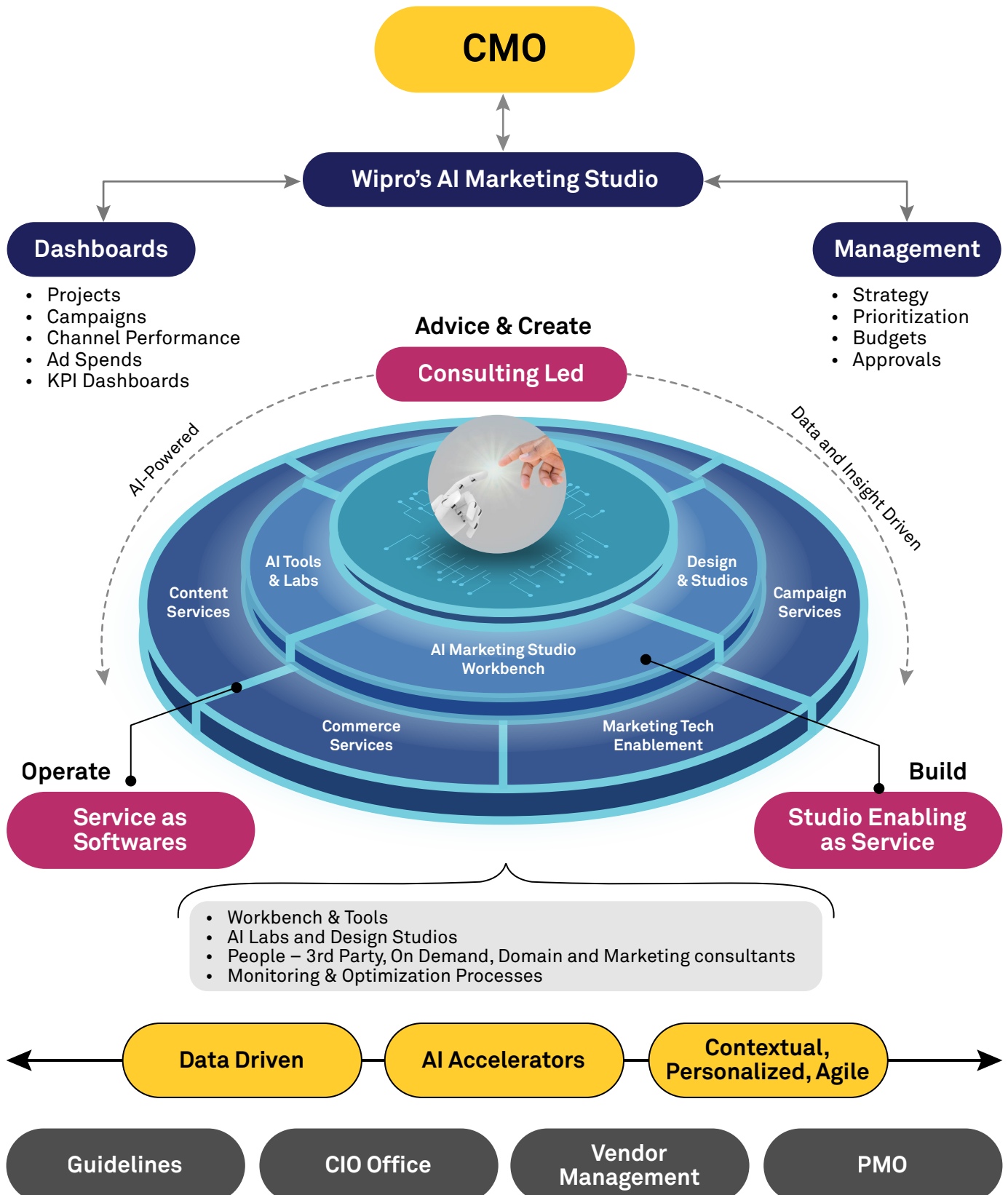
AI Marketing Studio



AI marketing studio leverages cutting-edge AI technologies to augment and enhance each stage of the marketing lifecycle.

With Wipro's AI marketing studio, we can be **your one-stop partner** to help you build deeper relationships with customers, meet business objectives, and deliver value. **Workbench** helps marketing teams run multiple initiatives, streamline and automate your workflows and integrate seamlessly with various tools and AI solutions to deliver your defined success criteria.

We focus on highly personalized and contextual experiences that resonate with your customers across channels, in the moments that matter.



Enablers

Capabilities that facilitate our marketing execution



Premium platforms



Skilled teams



Strategic partners

We are a partner of choice for **CMOs across businesses** to help drive



Marketing excellence

Optimize and automate processes

Personalization

Contextualization & individualization



Security, compliance, and KPI measurement

Brand experience and engagement

Channel less | brand and journey



Helping you deliver **measurable and sustainable** outcomes



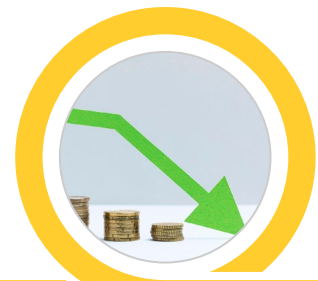
Higher Brand Resonance

By leveraging AI automation, current trends, attribution and predictive analytics to rapidly increase engagement with new and existing audiences.



Business Growth

By utilizing GenAI to reach out to the smallest/ niche/ micro-segments with the rights offers at the right time on the right channels!



Reduced cost to serve

By using AI to manage repetitive tasks and infusing AI/ GenAI capabilities across the content supply chain — from planning, production, and delivery to on-going optimization.



Wipro Limited
Doddakannelli,
Sarjapur Road,
Bangalore-560 035,
India
Tel: +91 (80) 2844 0011
Fax: +91 (80) 2844 0256
wipro.com

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 220,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

For more information,
please write to us at **info@wipro.com**