



September 14, 2021

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





Designit wins 2021 Red Dot Award in Brand & Communication Design

Recognized for combining sustainable design and architecture

Copenhagen, Denmark and Bangalore, India – September 14, 2021: Designit, a Wipro company, and a leading global experience innovation firm, today announced that it has won the Red Dot: Brands and Communications Design 2021 award for its interactive visitor centre for Digital Hub Denmark.

The Red Dot Award, an international design competition founded in 1955, recognises the highest quality work in brand design, communication design, and product design. A jury of 24 renowned academics and design leaders select a fraction of all entries distinguished by their embodiment of the guiding principle, 'In search of good design and creativity.'

Digital Hub Denmark, a non-profit organisation connecting international tech talent, start-ups, investors, and delegations in Denmark, needed a dedicated space for an interactive showroom, theatre, lounge, and co-working space. Recognized for combining sustainable design and architecture, Designit reimaged an old sugar factory into an inviting and interactive visitor centre that showcases Denmark's best and latest digital innovations.

Centred around the theme of Re-interpreting Nordic Tech, the 1.400 square meter loft expresses Nordic values – through historic architecture, natural wood, and craftsmanship – while retaining a modern touch, with features like brushed steel, mirror effects, and accent colours.

"Designing an outstanding experience is at the heart of everything that we do for our customers at Designit," said **Sunil Karkera, Global Managing Director, Designit**. "I am very proud of the Designit team for bringing our strategic design philosophy, human-centricity, to life. Our creativity, focus on sustainability, and inspiration from our Nordic heritage shows."

"A strong brand and its strict management have always been important elements in creating customer loyalty. However, now more than ever, brands offer the opportunity to be different and identify with something," said **Professor Peter Zec, founder and CEO of the Red Dot**. "As a winner of the Red Dot Design Award, Designit has proven this and created a consistent yet modern brand image that embodies authentic values that help guide Digital Hub Denmark and create trust."

Read the full case study [here](#).

About Designit, a Wipro company

Designit, a Wipro company, is a global experience innovation firm. We use strategy, technology, marketing, and design to turn complex and systemic problems into new opportunities, thoughtful, holistic experiences. Together with progressive, long-term partners, we craft, launch and continuously optimize products, services, brands, and systems that turn change into progress throughout organizations, brands, and beyond. To learn more, follow us @Designit and visit www.Designit.com.

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 200,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

Wipro Media Contact:

Purnima Burman
Wipro Limited
purnima.burman@wipro.com

Designit Media Contact

Kathleen Ulrich
Designit, a Wipro company
kathleen.ulrich@designit.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 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. The conditions caused by the COVID-19 pandemic could decrease technology spending, adversely affect demand for our products, affect the rate of customer spending and could adversely affect our customers' ability or willingness to purchase our offerings, delay prospective customers' purchasing

decisions, adversely impact our ability to provide on-site consulting services and our inability to deliver our customers or delay the provisioning of our offerings, all of which could adversely affect our future sales, operating results and overall financial performance. Our operations may also be negatively affected by a range of external factors related to the COVID-19 pandemic that are not within our control. 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. 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.