



**January 19, 2024**

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

The Manager- Listing  
BSE Limited  
(BSE: 507685)

Dear Sir/Madam,

**Sub: Newspaper Advertisement - Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Pursuant to Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the copy of the newspaper advertisement published in the Business Standard and Kannada Prabha, are enclosed herewith. The same has been made available on the Company's website at [www.wipro.com](http://www.wipro.com).

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  
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# India Inc on overdrive for Ram Mandir event

Companies rushing to do their bit and be a part of mega celebrations



SHARLEEN D'SOUZA, AKSHARA SRIVASTAVA, PEERZADA ABRAR & SHIVANI SHINDE  
Mumbai/New Delhi/Bengaluru, 18 January

A crowded street in Ayodhya on Thursday. Uber and Green Cell Mobility have announced mobility services in the temple town

## PITCHING IN

■ **Dabur India** to donate portion of profits from all its products sold between January 18 and January 31 to Shree Janmabhoomi Teertha Kshetra

■ **Reliance Industries** sets up water distribution stall and will hand out free packaged water to devotees that it otherwise sells under the brand- Independence

■ **Adani Wilmar** plans to distribute over 25,000 jalebis, will organise 'mega-bhog' to be prepared with the brand's products

■ **Nova Dairy** to provide 100 tonnes of ghee for the preparation of prasad at the ceremony

■ **Uber** is running EV autorickshaw service in Ayodhya

## Temple fever grips travel portals, hotels, e-com firms

ARYAMAN GUPTA  
New Delhi, 18 January

Online travel portals are flooded with flight and train bookings, hotels teeming with requests for accommodation, and spiritual merchandise on e-commerce platforms is selling like hotcakes. As the consecration ceremony of Ram Mandir in Ayodhya on January 22 draws near, Indians across the country are putting their travelling boots on as the temple frenzy catches on.

India's largest travel technology (traveltech) platform MakeMyTrip (MMT) has witnessed a substantial four-fold increase in bookings for Ayodhya compared to the previous year. "Given the comparatively small visitor base for Ayodhya previously, we see a 5X upside in searches (year-on-year) and are already recording 4X more bookings as compared to the last year. Expectedly, the duration of January 10-22 is seeing a sharp increase in bookings," said Rajesh Magow, co-founder and Group CEO, MakeMyTrip.

Room night bookings in Ayodhya are currently almost 10 per cent of the top pilgrimage sites in the country, according to MMT data.

Online travel portal Ixigo has seen a similar uptick in on-platform searches. "We are seeing more than a 100 per cent increase in domestic flight searches week-on-week for Ayodhya since the launch of the new airport, and more than a 60 per cent week-on-week increase in train travel searches," said Aloke Bajpai, co-founder and Group CEO, Ixigo.

Leading up to the inauguration, occupancy rates in Ayodhya's hotels have risen from 80 per cent to 100 per cent, resulting in substantial price hikes reaching up to

₹70,000 per night in select hotels, according to data from travel aggregator platform EaseMyTrip. "The event is expecting an initial attendance of nearly 7,000 guests, projecting a daily footfall between three to five lakh visitors post-inauguration," said Nishant Pitti, CEO, EaseMyTrip. To cater to this increased traffic, Ayodhya has, of late, seen a dramatic rise in the number of hotels available. "There are a host of new hotels and homestays coming up and getting listed in the area, and the supply is ramping up expeditiously. Ayodhya is poised to become one of the major spiritual destinations of the country," Magow added.

Hospitality major OYO is ramping up its footprint in Ayodhya. The Softbank-backed firm has seen a tremendous 350 per cent increase in searches for the city on its platform over the past year. In the lead-up to the consecration ceremony, the company has opened 65 homestays and hotels in partnership with the Ayodhya Development Authority and the UP State Tourism Development Corporation to support the anticipated surge in tourism.

According to OYO, Ayodhya has consistently held the top position in searches on its app over the past year. On New Year's Eve, the city witnessed a 70 per cent surge in searches, surpassing popular leisure destinations such as Goa at 50 per cent and Nainital at 60 per cent.

"Spiritual tourism in India is on the precipice of a monumental surge, poised to be one of the biggest growth drivers of our industry in the coming five years. The opening of the Ram Mandir in Ayodhya stands as a

testament to this, and witnessing the excitement firsthand as I join in the grand ceremony will be truly humbling," said Ritesh Agarwal, Founder and Group CEO, OYO.

The event has also given a fillip to e-commerce sales, with companies like Meesho witnessing an uptick in sales for products related to the cultural significance of the event. In the past one and a half months, the company has observed a three-fold increase in demand for such items.

"There has been an increase in demand for Ram Mandir models and T-shirts. Nearly 70 per cent of these orders came from Tier-2 and beyond cities such as Gorakhpur, Raipur and Vijaywada among others," said a Meesho spokesperson.

The fervour around spiritual journeys extends beyond Ayodhya. Over the last year, traveltech firms and hotel aggregators alike have witnessed a substantial uptick in demand for spiritual tourism.

"Spiritual tourism as a category has grown by 35 per cent in just over a year in the country, with a majority of this being fed by spiritual centres like Varanasi, Amritsar, Katra, Puri, Shirdi, Haridwar and Tirupati," said Magow. This segment, while furnished by only four per cent of the total cities listed on MMT's platform, contributes to over 12 per cent of the company's overall transactions.

OYO announced expansion plans in major spiritual hotspots across the country.

EaseMyTrip has introduced EasyDarshan - a platform specialising in pilgrimage packages in India - which has recorded a 45 per cent surge in travel bookings to spiritual destinations.

As much-awaited consecration ceremony of the Ram Mandir on January 22, and as millions of pilgrims and devotees pour into the holy city for the momentous event, companies are rushing to do their bit and be a part of the mega celebrations.

Some are offering a part of their profits as donations, telcos are beefing up the number of cellular towers to ensure better connectivity, and there are those distributing jalebis and food platters.

Take Reliance Jio. It has upgraded its network in Ayodhya and increased the number of towers in the city for both 4G and 5G networks so that pilgrims who come for the inauguration ceremony do not face any issues with connectivity.

Reliance Industries has also set up a water distribution stall and will hand out free packaged water to devotees. RIL sells the packaged water under the brand, Independence.

Not to be outdone, Adani Wilmar, under its Fortune brand, plans to distribute over 25,000 jalebis (which is supposed to be Lord Ram's favourite dessert) over seven days. The jalebis will be in the shape of its logo. There are also plans to introduce a pakoda platter, made with the brand's products, at 10 snack shops across Ayodhya. And then there will be a 'mega-bhog' for over 5000 people, which will feature foods prepared with the brand's products.

Ayurveda major Dabur India has decided to donate a portion of the profits from all Dabur products sold between today and January 31 to Shree Ram Janmabhoomi Teertha Kshetra, the trust set up by the government for the construction and management of the Ram Mandir.

"We have committed to donate a portion of the profits generated from the sale of our products from today till 31 January to Shri Ram Janmabhoomi Teertha Kshetra. Besides ramping up the distribution of our products in the city anticipating the demand surge for daily essentials, we are also creating special experience

zones where visitors and pilgrims can touch, feel and experience our range of products like Real Juices, Dabur Amla hair oil and Dabur Vedic Tea," Mohit Malhotra, chief executive officer at Dabur India, told *Business Standard*. Dabur has also tied up with dhabas and eateries on the Lucknow, Gorakhpur and Varanasi highways leading to Ayodhya. Mangaldeep, ITC's *agarbatti* (incense sticks) brand, is also spearheading a series of initiatives to be a part of the celebrations. On the day of the inauguration, the brand will install a "Khushboo Path" within the temple premises. The corridor will be adorned with five-foot tall agarbattis to diffuse fragrance throughout the temple precincts.

The brand has installed two *agarbatti* stands at Ram Ki Pheedi, where devotees can light incense sticks and offer prayers to Lord Ram. In addition, it has set up puja outlets and platforms for devotees at the river's ghats. ITC will also be donating its *dhoop* (incense cones) for a period of six months from the temple's opening day.

Dairy company Nova Dairy said it would provide 100 tonnes and 1500 kg of ghee for the preparation of the prasad (offerings) at the Pran Pratishtha ceremony.

"We are deeply honoured and humbled that the Ram Mandir committee has chosen our ghee for such a significant and sacred event," said Ravin Saluja, director with Sterling Agro Industries.

Not to be left behind, Havells India is providing lighting solutions on the temple premises. The company is installing linear in-ground lights, spot in-ground lights and 24 carat gold-plated spotlights around the idol of lord Rama in the temple. "The inauguration of the Ayodhya Ram Mandir marks a historic milestone. Havells has supplied and meticulously installed, tested, and commissioned highly customised architectural lighting elements, crafted from materials such as aluminium and brass," said Parag Bhatnagar,

president, Havells India.

Coca Cola India too has jumped into the fray to try to participate in the celebrations. The company has started activations in the Hindi language for the first time ever in a brown colour theme for branding, as mandated by the government. The maker of Coca-Cola, Fanta and Sprite has placed 50 reverse vending machines in the city to help curb pollution.

Moreover, the company is placing coolers and boards to deck up stores and increase the business for local shopkeepers. It is also setting up changing rooms for devotees in the city. Ride-hailing firm Uber has started its electric auto-rickshaw service in Ayodhya under its popular category, Uber Auto. The company has announced its commitment to offer convenient, affordable, and sustainable mobility solutions as the footfall to the holy city is expected to soar in the coming days and months.

Following the launch of its electric auto-rickshaws, Uber will start operating UberGo, its most affordable car product, and Uber Intercity, the fast-growing mobility product that will support all inter-city travel needs to and from Ayodhya.

Green Cell Mobility, an electric mobility solutions provider, will deploy 150 intra-city electric buses in Ayodhya for the ceremony.

## 'Faith creating new businesses': Trade bodies line up 30K events

▶ FROM PAGE 1

Over at Connaught Place, the New Delhi Traders' Association, which covers the 14 blocks of the inner and outer circles, Regal Building, Rivoli Building, Scindia House and Old Janpath market, has ordered 6,000 metres of running flags to deck up the sprawling space. The plan is to light over 100,000 diyas on Monday evening, and an 11-kg laddoo has also been ordered. The idea of livestreaming the event, organising a light and fireworks show, and playing bhajans was, however, stymied because of the Republic Day dress rehearsal scheduled for Tuesday. "We did not get permission for it," says Atul Bhargava, the association's president.

That's a small setback, though, given the estimated business the event is expected to bring in, India-wide.

Praveen Khandelwal, national secretary-general of the Confederation of All India Traders (CAIT), puts the figure at ₹1 trillion after gathering estimates from trade associations across 30 cities. CAIT, which represents some 70 million traders, had earlier projected the business to be worth ₹50,000 crore. "The faith of the people is creating new businesses," says Khandelwal as he lists the 30,000-odd programmes that trade associations across the country have lined up: Shri Ram Chowki, rallies, pad yatras, and car rallies, assemblies, and much more.

Over 50 million Ram temple models are expected to be sold across the country, for which small manufacturing units are working night and

night across cities, he adds. Dhol, tasha, naffri, shehnai players, band groups and craftsmen preparing tableaux for the yatras will also contribute significantly to the temple economy, he says.

### In the neighbourhood

Over in Lucknow, thematic merchandise is a hot commodity in popular markets like Hazratganj, Aminabad, Nishatganj, Mahanagar, and Jankipuram. The flags, banners, headbands, posters, festoons, stickers, badges, miniature statuettes and temple models are selling for as low as ₹20 for a mini-flag to upwards of ₹500 for a large-sized poster and banner. The suburbs, too, are doing brisk business. Ramesh Pal, a vendor from Jankipuram, expects business to remain robust even after the consecration ceremony.

In the bedecked markets of Narhi and Bhoonath, trader bodies have asked their members to install a Ram dhvaj (flag) atop their shops. On the anvil is a large cutout of Ram at Atal Chowk, says Sanjay Gupta, president, UP Adarsh Vyapar Mandal.

The 10,000-odd buses of the Uttar Pradesh State Roadways Transport Corporation will play Ramdhun (religious song in reverence of the deity) for its 1.5 million daily commuters. The UP Power Corporation intends to provide uninterrupted power supply on Monday. The state has also announced a helicopter taxi service to Ayodhya from Lucknow, Varanasi, Gorakhpur, Agra, Mathura and Prayagraj. Once launched, the service will cost between ₹11,000 and ₹35,000. Direct flights have started from New

Delhi, Mumbai, Kolkata, Ahmedabad and Bengaluru to Ayodhya.

### Mumbai in Diwali mood

The mood is equally celebratory in the markets of Mumbai Metropolitan Region. Many of the shopping destinations here have been organising Ram chowki, kirtan and bhajan for the last few days. Giant hoardings have come up to announce the big event.

Between January 5 and 22, sales worth ₹10,000 crore are expected in Mumbai-MMR, says Shankar Thakkar, CAIT secretary general, Maharashtra chapter.

### In Kolkata, business & a rally

Over at Jadubabur Bazar, an old market in the south of Kolkata, Biswajit Mitra's flag and festoon stall is a splash of orange with "Jai Shri Ram" flags on display. In the last four days, sales have been in the region of ₹10,000-15,000, but he is expecting them to shoot through the roof during the weekend. Another nearby stall is also waiting in anticipation with a heap of diyas stacked up. "Jai Shri Ram" flags and festoons are new to West Bengal, and according to a supplier in Burrabazar, the action is more in the BJP-ruled states. Burrabazar is one of the largest wholesale markets in India.

Rohit Gupta of Novelty Stores, manufacturer and supplier of flags and election materials, says Assam accounted for 85 per cent of its flag sale, Agartala (Tripura) around 10 per cent and West Bengal and other neighbouring states the remaining 5 per cent. Gupta's production capacity per day is 15,000-20,000, but the demand has been far higher.

**TATA TATA POWER**  
(Corporate Contracts Department)  
The Tata Power Company Limited, Smart Center of Procurement Excellence, 2<sup>nd</sup> Floor, Sahar Receiving Station, Near Hotel Laxmi, Sahar Airport Road Andheri (E), Mumbai 400 059, Maharashtra, India  
(Board Line: 022-67173917) CIN: L28920MH1919PLC000567

**NOTICE INVITING TENDER (NIT)**

The Tata Power Company Limited invites tender from eligible vendors for the following tender packages (Two-part Bidding) in Mumbai:

(A) OLA for supply of Pad mounted unutilised substations (Tender Ref. CC24VJS063).  
(B) OLA for supply of SFU Metering Panel & Change Over Panels without CT (Tender Ref. CC24VJS064).  
(C) OLA for supply of LT Panels (Tender Ref. CC24VJS065).

Interested bidders to submit Tender Fee and Authorization Letter on or before **Monday, 29<sup>th</sup> Jan 2024**.

For detailed NITs, please visit Tender section on website <https://www.tatapower.com>. Also, all future corrigendums (if any), to the above tenders will be informed on Tender section on website <https://www.tatapower.com> only.

**BEFORE THE NATIONAL COMPANY LAW TRIBUNAL, MUMBAI BENCH**  
COMPANY SCHEME APPLICATION NO. C.A. (CAA)/281/MB-IV/2023  
In the matter of Companies Act, 2013  
AND  
In the matter of Sections 230 to 232 read with Section 66 of the Companies Act, 2013 and other applicable provisions of the Companies Act, 2013  
AND  
In the matter of Composite Scheme of Arrangement between Raymond Limited ("RL" or the "Demerged Company") and Raymond Consumer Care Limited ("RCL" or the "Resulting Company" or the "Transferee Company") and Ray Global Consumer Trading Limited ("RG" or the "Transferor Company") and their respective shareholders ("Scheme")

**Raymond Consumer Care Limited,**  
A company incorporated under the provisions of the Companies Act, 2013 having its registered office at Plot G-35 & 36, MIDC Waluj Taluka, Gangapur, Aurangabad-431136, Maharashtra  
CIN: U74999MH2018PLC316288 } ...Resulting Company or Transferee Company

**NOTICE FOR REGISTRATION OF E-MAIL ADDRESS BY THE UNSECURED CREDITORS OF THE COMPANY FOR THE UPCOMING NCLT CONVENED MEETING**

An application under Section(s) 230 to 232 read with Section 66 and other applicable provisions of the Companies Act, 2013 ("Act") was presented before the Hon'ble National Company Law Tribunal, Mumbai Bench ("Hon'ble Tribunal" or "NCLT") for sanctioning the Composite Scheme of Arrangement between Raymond Limited ("RL" or the "Demerged Company") and Raymond Consumer Care Limited ("RCL" or the "Resulting Company" or the "Transferee Company") and Ray Global Consumer Trading Limited ("RG" or the "Transferor Company") and their respective shareholders ("Scheme").

This is to inform that the Hon'ble Tribunal vide its order dated 17 January 2024 passed in the Company Scheme Application No. C.A. (CAA)/281/MB-IV/2023 ("Order"), has directed, inter alia that a meeting of the Unsecured Creditors of the Company be convened and held on 26 February 2024 at 5:00 P.M. (IST) through video conferencing ("VC") or other audio-visual means ("OAVM") ("Meeting") to consider and if thought fit, to approve with or without modification, the Scheme.

Pursuant to the Order of NCLT, the Company is convening the meeting of the Unsecured Creditors on 26 February 2024 at 5:00 P.M. (IST), only through VC/OAVM mode in accordance with the provisions of the Act read with the applicable General Circulars issued by the Ministry of Corporate Affairs ("MCA"), Secretariat Standard on General meetings as issued by the Institute of Company Secretaries of India ("ISS-2").

The Company has considered 30 September 2023 as the cut-off date for sending the Notice of the meeting to the Unsecured Creditors of the Company. In compliance with the provisions of the Order of NCLT and the applicable MCA Circulars, the notice of the NCLT convened Meeting along with the statement and related Annexures will be sent through electronic mode to the Unsecured Creditors whose email addresses are registered with the Company. The Notice, Statement and related Annexures will also be made available on the website of Raymond Limited at [www.raymond.in](http://www.raymond.in) and on the website of National Securities Depository Limited (NSDL) at [www.evoting.nsdl.com](http://www.evoting.nsdl.com). The Company shall send a physical copy of the Notice, Statement and related Annexures to those Unsecured Creditors who request for the same at [rcclmtd8@gmail.com](mailto:rcclmtd8@gmail.com). The copy of the Notice and related documents will also be available free of charge at the Registered Office of the Company on any day (except Saturday, Sunday and public holiday) up to the date of the respective meetings.

The detailed instructions with respect to the participation of Unsecured Creditors at their NCLT convened meeting will be provided in the Notice convening the Meeting. Unsecured Creditors attending the meeting through VC/OAVM shall be counted for the purpose of quorum in terms of Section 103 of Companies Act, 2013.

The Company will provide the facility of remote e-voting prior to the Meeting as well as e-voting during the Meeting using the service of NSDL to the Unsecured Creditors of the Company as on the cut-off date i.e., 30 September 2023 to cast their votes on the resolution set out in the Notice of the meeting. The detailed instructions for remote e-voting before/ e-voting during the meeting will be provided in the Notice.

Process to register e-mail addresses permanently: Unsecured Creditors who have not registered their e-mail address with the Company are requested to send an e-mail to the Company at [rcclmtd8@gmail.com](mailto:rcclmtd8@gmail.com) mentioning the Name of Unsecured Creditor(s), Mobile Number and E-mail address along with a self-attested copy of PAN Card on or before 5:00 P.M. (IST) Wednesday, 24 January 2024, so as to receive electronically (a) the Notice of Meeting (b) login ID and password for remote e-voting.

For Raymond Consumer Care Limited  
Sd/-  
Priti Alkari  
Company Secretary

Place: Thane  
Date: 18 January 2024

**WIPRO LIMITED**  
Registered Office: Doddakannelli, Sarjapur Road, Bengaluru - 560 035.  
Tel: +91-80-2844 0011 CIN: L32102KA1945PLC020800  
Email: [corp-secretarial@wipro.com](mailto:corp-secretarial@wipro.com) Website: [www.wipro.com](http://www.wipro.com)

**NOTICE**  
(For the attention of Equity Shareholders of the Company)

We wish to inform you that the Board of Directors of your Company at their meeting held on January 12, 2024 declared an interim dividend of ₹ 1/- per equity share having nominal value of ₹ 2/- each for the financial year ending March 31, 2024. The record date is fixed as January 24, 2024 to determine eligible shareholders for the purpose of interim dividend.

As you may be aware, in terms of the provisions of the Income-tax Act, 1961, ("Act"), dividend paid or distributed by a Company on or after April 01, 2020, shall be taxable in the hands of the shareholders. The Company shall therefore be required to deduct tax at source (TDS) at the time of payment of dividend to Resident shareholders at 10% with valid Permanent Account Number (PAN) or at 20% without/invalid PAN and for Non-Resident shareholders at the rates prescribed under the Act or Tax Treaty, read with Multilateral Instruments, if applicable. Further, no withholding of tax is applicable if the dividend payable to resident individual shareholders is up to ₹ 5,000/- p.a. within a financial year. In case the aggregate of dividend paid during financial year 2023-24 [interim, final or by any other name called] exceeds ₹ 5,000/- for a resident individual shareholder, TDS will be calculated on the aggregate amount and deducted from the next sequential dividend paid upto 31 March 2024. Further the Finance Act, 2021, has brought in section 206AB effective from 01 July 2021 wherein tax would be deducted at higher rates (twice the specified rate) on payment made to a 'Specified Person' defined under the provisions of the aforesaid section. Further, as per Section 139AA of the Income Tax Act, every person who has been allotted a PAN and who is eligible to obtain Aadhaar, shall be required to link the PAN with Aadhaar. In case of failure to comply to this, the PAN allotted shall be considered to be inoperative and tax shall be deducted at higher rates as prescribed u/s. 206AA of the Act.

The TDS rate would vary depending on the residential status of the Shareholder and the documents submitted by them and accepted by the Company in accordance with the applicable provisions of the Act. The details of the TDS rates applicable to different categories of shareholders, and documentation required, are provided on our website at <https://www.wipro.com/investors/>. Requesting you to share such information/documents at [einward.ris@kfintech.com](mailto:einward.ris@kfintech.com) on or before January 24, 2024. For claiming exemptions if any, please login to <https://ris.kfintech.com/form15> or email to [einward.ris@kfintech.com](mailto:einward.ris@kfintech.com).

In case of any queries, please contact the Company or the Registrar and Share Transfer Agent — in KFin Technologies Limited at their following address/email/telephone number:

**Wipro Limited, Doddakannelli, Sarjapur Road, Bengaluru - 560 035.**  
Telephone: +91 80 2844 0011  
Email: [corp-secretarial@wipro.com](mailto:corp-secretarial@wipro.com)  
Website: [www.wipro.com](http://www.wipro.com)

**KFin Technologies Ltd., Unit: Wipro Limited, Selenium Tower B, Plot no. 31-32, Gachibowli, Financial District, Nanakramguda, Hyderabad - 500 032.**  
Telephone: 040 6716 2222  
Toll free no: 1800-309-4001  
Email: [einward.ris@kfintech.com](mailto:einward.ris@kfintech.com)  
Website: [www.kfintech.com](http://www.kfintech.com)

For WIPRO LIMITED  
M Sanaulla Khan  
Company Secretary

Place: Bengaluru, India  
Date: January 19, 2024

Dear Members,

We request all our members to register your email ID to receive all communications electronically. In case you hold securities of the Company in demat mode, please furnish your email ID to your Depository Participant (i.e., with whom you have your demat account). If you hold securities in physical mode, please furnish your email ID to the Company's Registrar & Share Transfer Agent, KFin Technologies Ltd (RTA) at their email ID [corp-secretarial@wipro.com](mailto:corp-secretarial@wipro.com).

For more details you may please contact: [corp-secretarial@wipro.com](mailto:corp-secretarial@wipro.com)



