



**November 15, 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**

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## **Wipro announces new retail solutions built on the Microsoft Cloud, launches Retail Innovation Experience**

*The Experience will accelerate innovation and offer best-in-class retail solutions built on the Microsoft Cloud and Microsoft Cloud for Retail*

**NEW YORK | BANGALORE, India – Nov. 15, 2022:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading technology services and consulting company, today announced new retail solutions, built on the Microsoft Cloud and Cloud for Retail, and a new Retail Innovation Experience in Mountain View, California. This physical, virtual, and hybrid Experience will deepen collaboration between Wipro and Microsoft to accelerate delivery of new solutions that will enable retailers to grow their business and build stronger customer relationships.

The Retail Innovation Experience will leverage both Wipro and Microsoft's industry expertise and deep domain knowledge, providing retailers with an immersive space to experience various custom-built solutions powered by the Microsoft Cloud and Microsoft Cloud for Retail. Ultimately, the Experience will enable clients to 'reimagine retail' by developing interactive, in-store solutions that simplify and streamline all stages of the customer journey.

The Wipro Retail Innovation Experience will enable clients to digitally transform their businesses by utilizing innovative, enterprise-ready solutions, such as:

**Endless Aisle** – A “buy anywhere, fulfill anywhere” solution that browses through a retailer's entire inventory—across stores, warehouses, partner companies—to fulfill shoppers' orders regardless of where they shop, or how they want to receive their purchase.

**iShelf Insights** – An AI-based solution that ensures retailers' products are highlighted, in-stock, and priced according to specifications and captures images of the set area (e.g., shelves, tables) to detect anomalies like missing or misplaced items in real time--enabling enterprise-wide compliance reporting by store and fixture.

**Smart Track** – Custom sensors that work with Azure Internet of Things and Blockchain to alert retailers to temperature fluctuation, tampering incident or counterfeiting attempt—as a result, enhancing supply chain security and compliance, as well as reducing cold chain waste.

**Unified Customer Intelligence** – A solution that connects data and insights across the customer lifecycle, enabling a multi-channel experience and providing information like customer segmentation, campaign response, promotion effectiveness, customer loyalty.

“As a Microsoft Cloud for Retail partner, along with our Wipro FullStride Cloud Services portfolio, we are uniquely positioned to unlock the untapped potential of industry clouds and help retailers tackle their biggest challenges,” said **Deviprasad Rambhatla, Senior Vice President and Sector Head, Retail, Services and Transportation (RSAT) – Americas, Wipro Limited.** “This new Experience serves as a testament of our continued focus on empowering global retailers to meet their customers' changing needs with agility and speed.”

“We’re delighted to see Wipro delivering innovative retail solutions built on the Microsoft Cloud and Microsoft Cloud for Retail,” said **Shelley Bransten, Corporate Vice President, Worldwide Retail and Consumer Goods at Microsoft**. “We’re also excited by the launch of the Wipro Retail Innovation Experience, which will serve as a premier destination for retailers wanting to experience the future of retail today.”

### **About Wipro Limited**

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 250,000 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).

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### **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.

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.