

Wipro – Presentation to Investors

April – June, 2013



Safe Harbor

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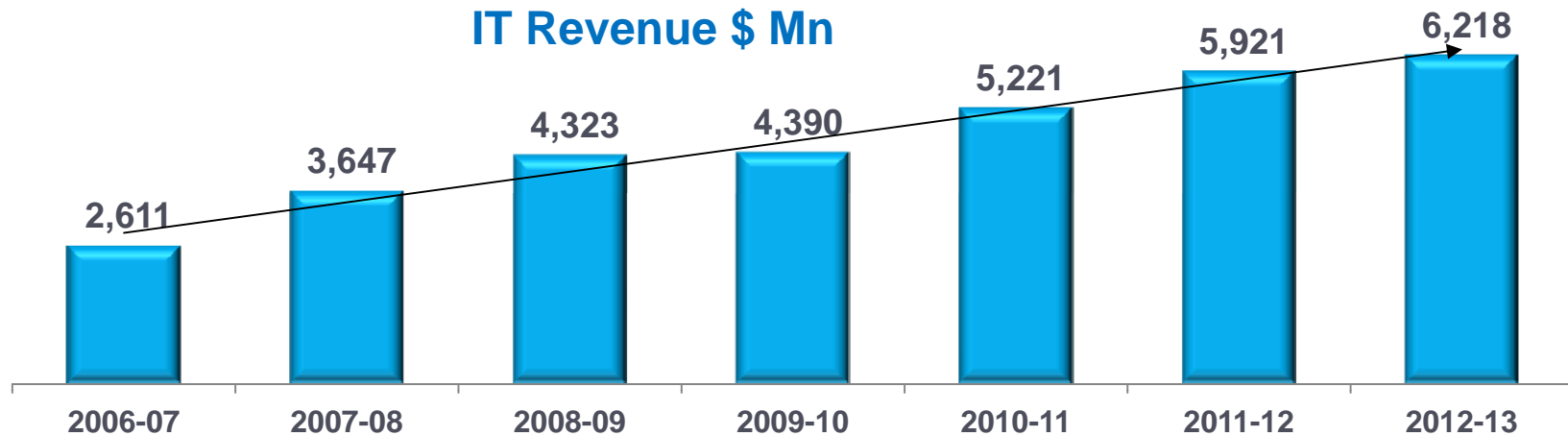
Agenda

- 1 Our track record on performance**
- 2 Overall Market Opportunity**
- 3 Our Strategy**
- 4 Demerger Scheme**

Track Record on Performance



IT Services Business has grown at a CAGR of 16% in the last 6 years



Revenues for FY13 at \$6.2 billion

Partner to Industry Leaders	Global Footprint	Diverse Talent Pool
<ul style="list-style-type: none"> 978 active global clients as of March 31, 2013 150+ Fortune 500 customers 	<ul style="list-style-type: none"> Listed on NYSE in October 2000 Present in 54 countries 20,000+ employees onsite across geographies 	<ul style="list-style-type: none"> 145,000+ employees 98 nationalities represented in workforce

Broad Based Portfolio

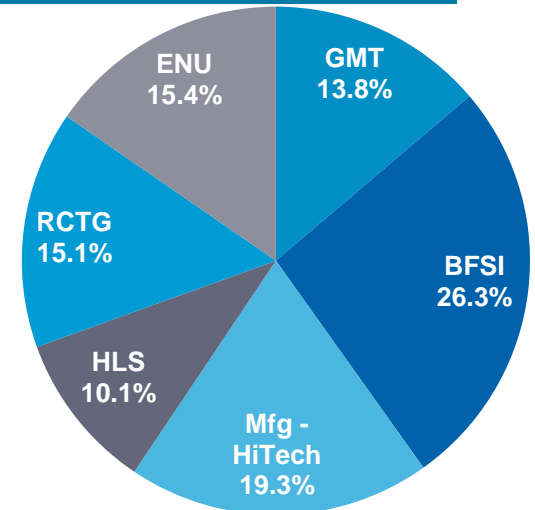
Revenue contribution of Top customers for Q4'12-13

Customer Concentration (% of revenue)	
Top customer	3.6%
Top 5	13.1%
Top 10	21.9%

10 Customers with revenues greater than \$100 MN; 490 customers with \$1 million revenue on trailing 12 month basis

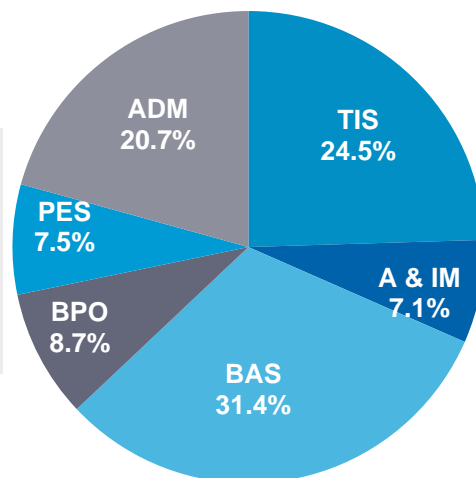
Vertical

Diversified Vertical portfolio, with no vertical contributing more than 26%



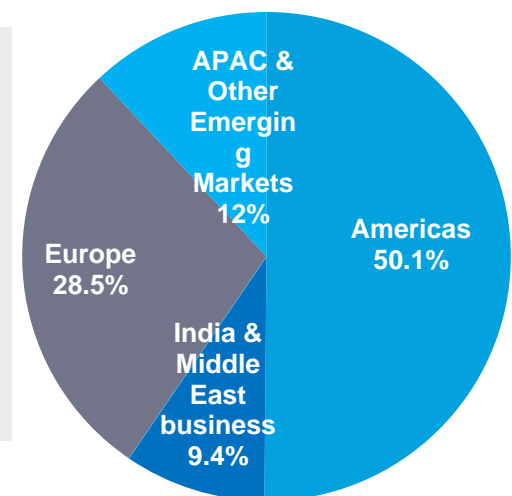
Service Line distribution

Total integrated consulting revenues constitute >2% of Revenue



Geographical Distribution

1. Scale in Western markets
2. Strong presence in Emerging markets
3. Balance to align "Global spend and Growth in spend"



Strategic Partnerships

Accelerate Innovation | Increase RoI | Industry Expertise | Trusted Network | Emerging Technology

Strategic Alliance Portfolio



- Strategic initiatives across Cloud, Analytics, Mobility
- Improved customer penetration and global go-to-market
- Co-innovation and Co-creation of Solutions
- Emerging Market Focus – reverse innovation of products
- Synergistic Partnership ecosystem for the future –
- Sell To, Sell With, Co Innovate

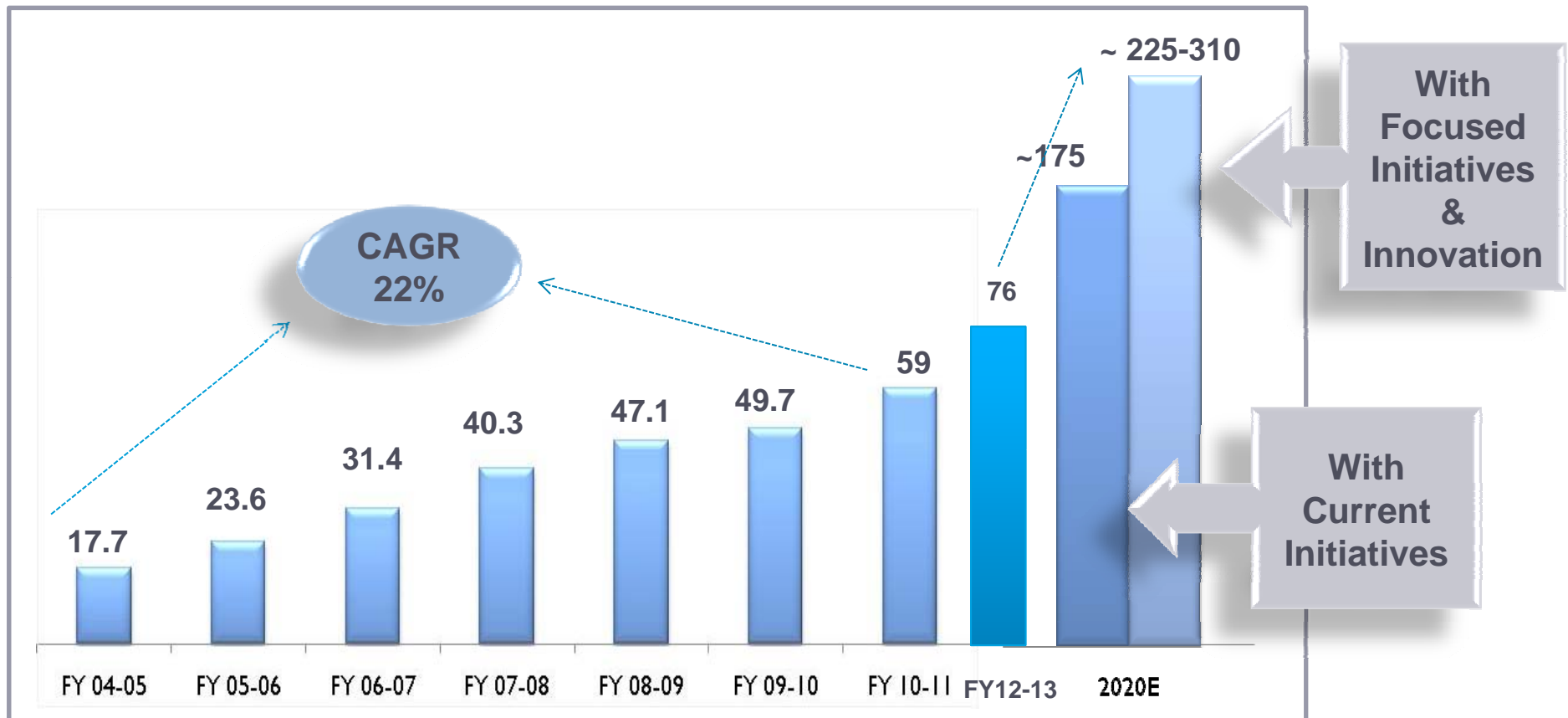
Mega-alliance strategy places Wipro in a unique position in the world of consolidating ‘stacks’

Overall Market Opportunity



India Off-shoring market is expected to grow at a CAGR of ~12-21% through 2020

India's offshore IT and BPO exports (\$B)



Long Term Fundamentals of the India Off-shoring story remain intact

CAGR of 12% to 21%

Source: NASSCOM The IT - BPO Sector in India – Strategic Review 2013

Our Strategy



Agenda

- 1 Evolving Market Context**
- 2 Organization Re-Design**
- 3 Enabling Ambition – Our Strategy**
- 4 Implications of our Strategy**

Mega trends are changing the way our customers do business with their customers and with us...

Innovation imperative to win in a 'world of constraints'

1. Constraints in Energy, Raw material, Talent & capital giving rise to new opportunities for providers to play & win
2. Businesses will have to rapidly redesign value chains to increase efficiency / reduce consumption and dependence on 'constrained resources'

Business Agility through variabilization of IT

1. Organizations looking to be more agile, flexible and responsive in dealing with their customers
2. Leveraging Cloud Services to enable variabilization

Consumerization of IT fuelling business value

1. Companies leveraging personalized feedback on products & services.
2. Consumer market driving enterprise technology advances & deployment.
3. Mobile & social technologies driving significant revenue streams

Business performance through analytics

1. Leading companies across industries using analytics & big data to outperform their peers
2. Analytics enabling customer insights, operations optimization, product/service innovation & continuous process improvements

1 ... leading to a change in customer expectations

Old Paradigm

1. Basis of engagement lower cost , efficiency & quality.
2. IT as a back office
3. Traditional services AD, AM & Infrastructure based services.
4. Large and Longer deal durations with traditional outsourcing providers.
5. Client port of call – CIO office

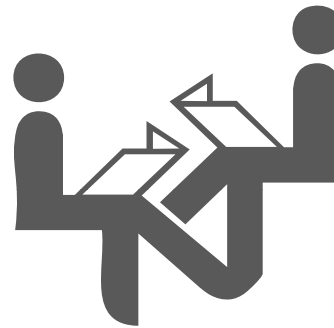
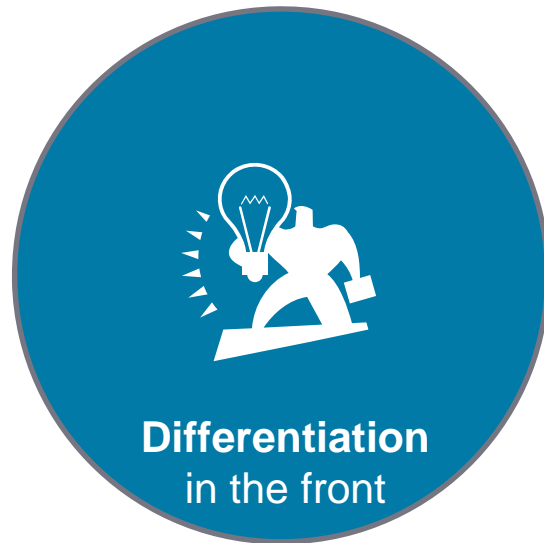
New Paradigm

1. Basis of engagement co-innovation, outcome based risk/reward models.
2. IT as a strategic enabler for business driving new client offerings & business models.
3. Multi service, multi industry solutions & new digital services
4. Cloud delivery models changing deal metrics and with specialist providers.
5. Client ports of call : Line of Business, CMO, CFO, COO & CIO

Given changing customer expectations, we are Re-Designing the organization to succeed in the new market dynamic

2 The changing market dynamic requires that we design the organization for GROWTH

OUR STRATEGY



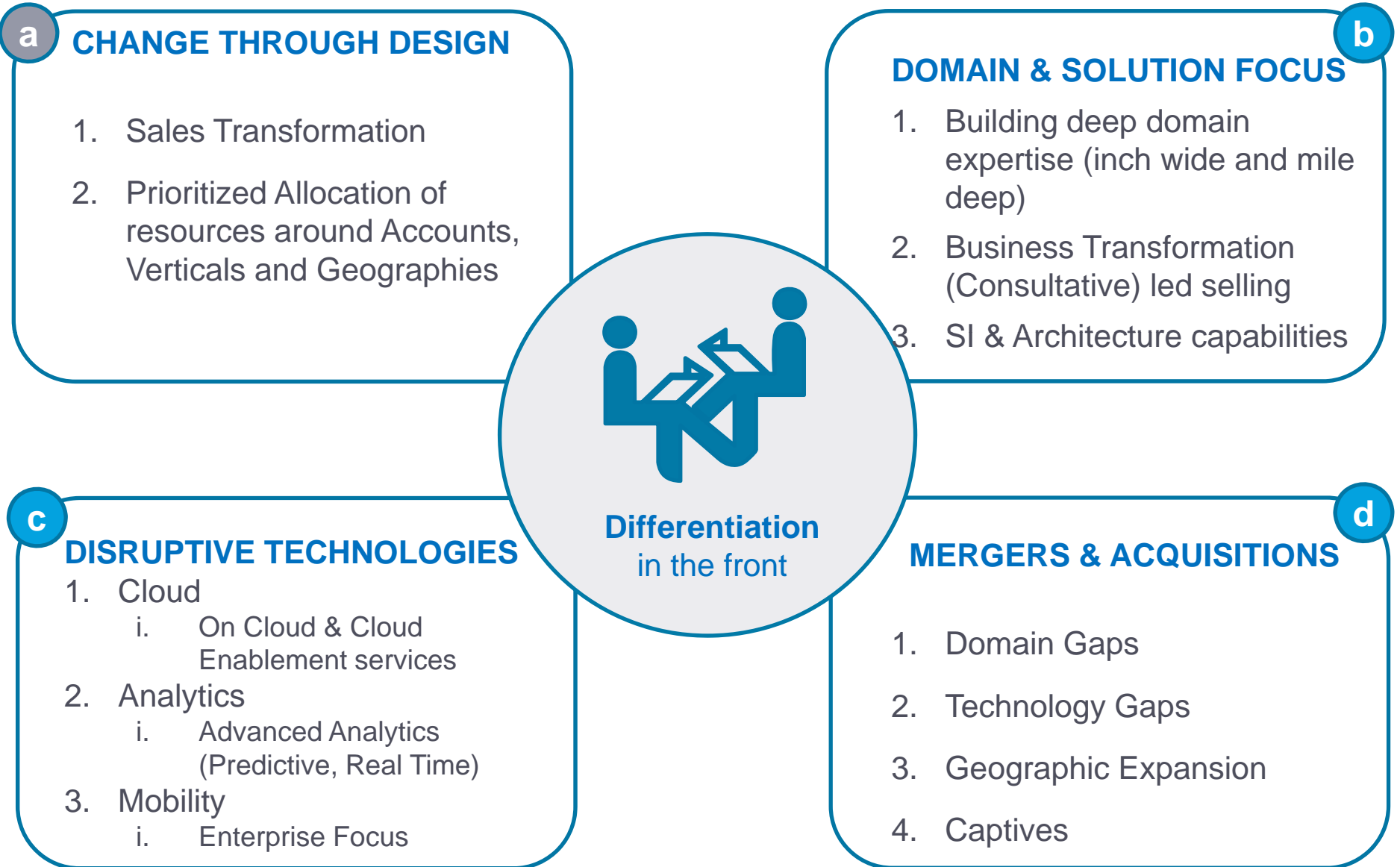
1. Sales Transformation
2. Deep domain & SI expertise
3. Solution oriented and platform based assets



1. Predictable delivery
2. Workflow, tool based approach to industrialize delivery
3. Differentiated competencies

CUSTOMER AT THE CORE

3 Differentiation in the Front



How we sell



What we sell

3a Change Through Design

Sales Transformation

1. Global Client Partner model for Mega/Gama & Growth accounts
2. Dedicated hunting teams for new customer acquisitions
3. Sales Enablement teams for training and up-skilling.
4. Domain & SI based selling
5. Selling to lines of business and functions in the customer organization

Prioritized 'Resource' Allocation

1. Focus on the Top 125 Accounts
2. Leveraging High Growth opportunities in verticals such as such as Financial Services, Energy Natural Resources & Utilities, Healthcare, Pharma, Retail , Transportation , Process Mfg., Consumer Electronics & Industrial Mfg.
3. Leveraging High Growth opportunities in markets such as Germany, France, Nordics India , Middle East & Africa & Mature markets (US & UK)

3b Domain & Solution Focus

Driving Domain Centricity

1. Institutionalized Domain framework across Verticals
2. Three tracks to Domain approach (1) Domain consulting, (2) Domain Solutions (3) Domain SI
3. Dedicated Domain structure under each Vertical led by a Vertical domain head
4. Institutionalized Domain Career framework with clear role definitions & career path
5. Institutionalized approach to building Domain Solutions, Domain partnerships & Domain measures

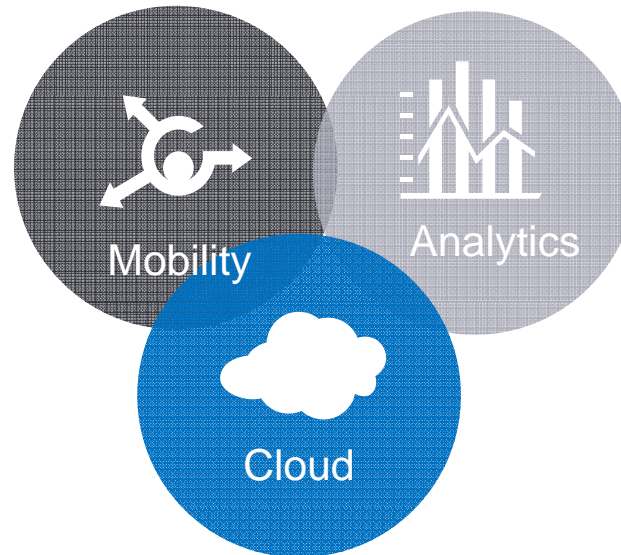
Solution Approach

1. Productized service & Platform based approach to building Solutions
2. Solutions incorporate Technology, Domain & Business view
3. Nurturing high potential & Domain centric Solutions through the H2/H3 program

Innovation at the intersection of disruptive technologies

Mobility

1. Focused on Enterprise Mobility Solutions
2. Drive Business Process Transformation enabled by Mobility.
3. Solution focus leveraging technologies such as Machine-to-Machine (M2M), Near Field Communication & Augmented Reality



Analytics

1. Focused on providing Analytics led Services and Solutions
2. Focused areas for Investments include Customer Analytics, Risk and Stress analytics, Pricing Analytics, Big Data Strategy & Consulting.

Cloud

1. Two pronged strategy - offering Wipro Solutions on Cloud (On Cloud Services) & System Integration services around Cloud (Cloud Enablement Services)
2. On Cloud Strategy focused on Vertical solutions
3. Cloud Enablement Services includes playing the role of a trusted cloud aggregator, federator and provider; Invest in IP and frameworks e.g. advisory tools.

Mergers & Acquisitions

5 key priority areas

1. **Domain Focused Assets** – Targets with Deep Domain Knowledge or high customer concentration in identified verticals
2. **Technology Focused Assets** - Targets with IP/Platform/Technical skills in identified areas of Analytics, Cloud and Mobility
3. **Geography Focused Assets** - Targets with a High Focus Geo presence with chosen Technical expertise
4. **Captives**
5. **Large Account Penetration**

4 Standardization at the Core

Hyper Automation

1. Integrated workflow based delivery system with reusable assets & tools
2. Platform based delivery for Managed services

Technology & Delivery Model

1. Agile delivery model
2. Componentized work
3. Crowdsourcing talent pools

Operational Excellence

1. Supply Chain segmentation – Tiered service levels
2. Cycle time reduction across Hiring, Fulfillment & Training
3. Alternate local delivery centers for accessing local talent pool

Annexure - Key Highlights of IT and Other Businesses



Highlights of the Quarter ended March 31, 2013

Revenue Highlights

1. Wipro Limited Revenue (from Continuing Operations) grew by 13% YoY to Rs. 96.14 Bn.
2. IT Services Revenue at \$1,585 Mn, sequential growth of 1.4% in constant currency
3. IT Services Revenue Guidance for Q1'14 in the range of \$1,575* Mn to \$1,610* Mn
4. 10 customers with revenues greater than \$100 MN

Profitability Highlights

1. Net Income (from Continuing Operations) was at Rs.15.76 billion, a growth of 13% YoY
2. IT Services EBIT was Rs.17.27 billion, a growth of 10% YoY
3. Operating Margins for IT Services at 20.7%, decline of 60 basis points sequentially

Balance Sheet and Cash Flow

1. Free Cash Flow generation of Rs.16 billion during quarter, 92% of Net Income ; Operating cash flows at 105% of Net Income
2. Cash net of debt of Rs.100 billion as of March 31, 2013
3. IT Services and Products business Return on Capital Employed at 44%, up 2% YoY

* Guidance is based on the following currency exchange rates: GBP/USD at 1.52 Euro/USD at 1.31, AUD/USD at 1.04, USD/INR at 54.14

Non IT Business (Discontinued Operations) Highlights

Wipro Consumer Care and Lighting (WCCL)

1. Revenue growth in Q4 of 15% yoy and EBIT growth of 18% yoy
2. Santoor Soap placed strongly as Number 3 brand position at All India level and Number 1 brand in South + West market regions combined
3. Growth in International businesses driven by Indonesia up 21.3%, China grew 29.5%, Middle East up 19.3% and Vietnam grew 24.5%. Top brands Enchanteur grew by 15%, Romano grew by 48% and Safi grew by 19%

Wipro Infra-structure Engineering (WIN)

1. We continue our investments in US, Brazil, China and Europe
2. We have seen a slowdown in Q4, particularly in India due to macroeconomic conditions. However, we do believe that demand in India will improve in the coming quarters
3. WIN is positioned strongly, as a global player and partner of choice.



Thank You

