



Wipro Limited

India Analyst Day, Mumbai

December 03, 2009

This presentation may contain certain “forward looking” statements, which involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those that may be projected by these forward looking statements. These uncertainties have been detailed in the reports filed by Wipro with the Securities and Exchange Commission and these filings are available at www.sec.gov. This presentation also contains references to findings of various reports available in the public domain. Wipro makes no representation as to their accuracy or that the company subscribes to those findings.

Agenda



Time	Subject	Presenter
9:00 – 9:05am	Introduction	Rajendra Shreemal
9:05 – 9:25am	Business update	Suresh Senapaty
9:25 – 9:45am	Wipro BPO Overview	Ashutosh Vaidya
9:45 – 10:05am	Manufacturing Overview	N.S. Bala
10:05 – 10:25am	BFSI Overview	Soumitro Ghosh
10:25 – 10:55am	Break	–
10:55 – 11:15am	Telecom & Media Overview	TK Kurien
11:15 – 11:50am	Wipro Strategy	G. Paranjpe/S.Vaswani
11:50 – 12:15pm	Executive Remarks	Azim Premji
12.15 to 1.15pm	Q & A	All



Business Update

Suresh Senapaty, CFO

December 03, 2009

Presentation Flow

1. Wipro Today – A Fact base

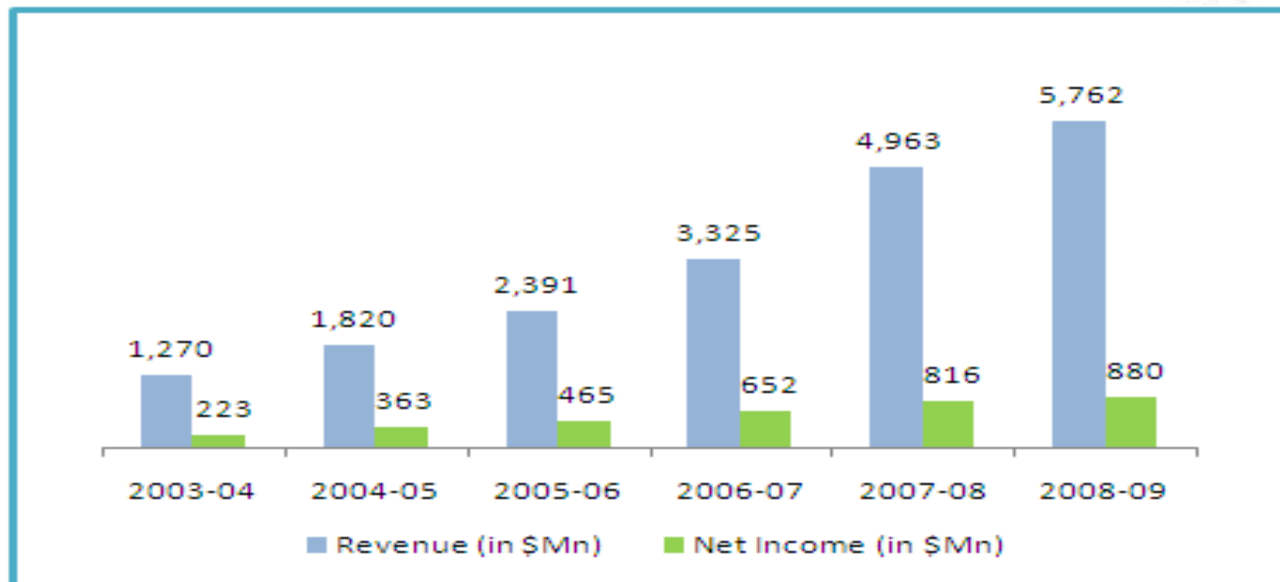
2. The Market Opportunity

Wipro Ltd has grown revenue at a 34%* CAGR and Net Income at a 30%* CAGR for the last 5 years

1. Incorporated in 1945

- Businesses include

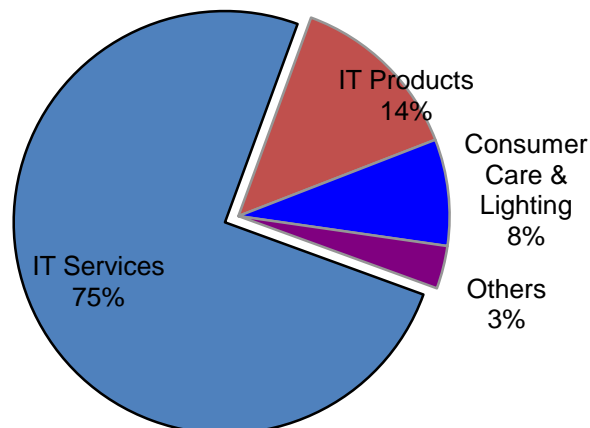
- IT Business;
- Consumer Care & Lighting;
- Infrastructure Engineering



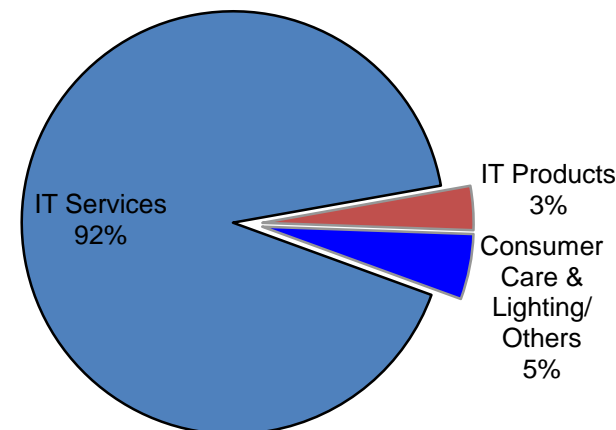
2. IT Services revenue

of \$4.3 billion

FY2009 Revenue Breakdown



FY2009 Operating Income Breakdown



*Growth Rates are calculated based on IGAAP INR numbers which is our reporting currency; All numbers are IGAAP Financial numbers translated into USD on the basis of realized exchange rate

Wipro's IT Services Business has grown at a CAGR of 34% in the last 5 years

Sustained Growth

US\$4.3 billion in Revenues in FY08/09

- Revenues of \$2.1 billion in H1 FY09/10
- Part of NYSE's Technology-Media-Telecom (TMT) Index, NSE Nifty Index & BSE Sensex

Partner to Industry Leaders

840 Global clients

- 191 Fortune 1000/ global 500 clients
- 840 active clients as on Sep 30, 2009 with a repeat business ratio of over 98%

Attracts the Best Talent

97,891 Associates

- 97,891 associates from 65 nationalities
- One of the top 3 recruiters in India

Industry Expertise

58 Centers of Excellence

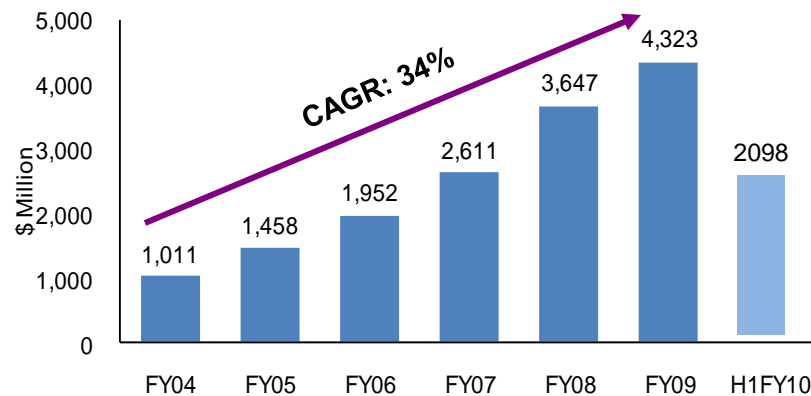
- 58 CoEs to develop technology & domain accelerators solutions
- Emerging Technology areas for 'FY 09/10: Green, Cloud, Open Source, Mobility, Information Management, Collaboration, Social computing

Global Presence

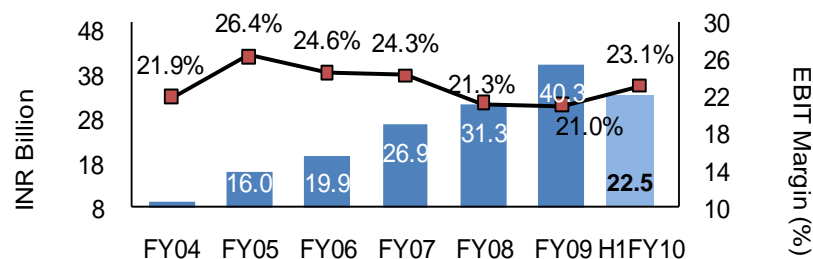
54 Countries

- 72 Global Development Centers

Revenues



Operating Income & Margins (%) ⁽¹⁾



Note: (1) Operating Income for FY05 to FY07 represents Global IT services while for FY08 and FY09 represents IT Services Segment owing to segment reclassification w.e.f. FY09

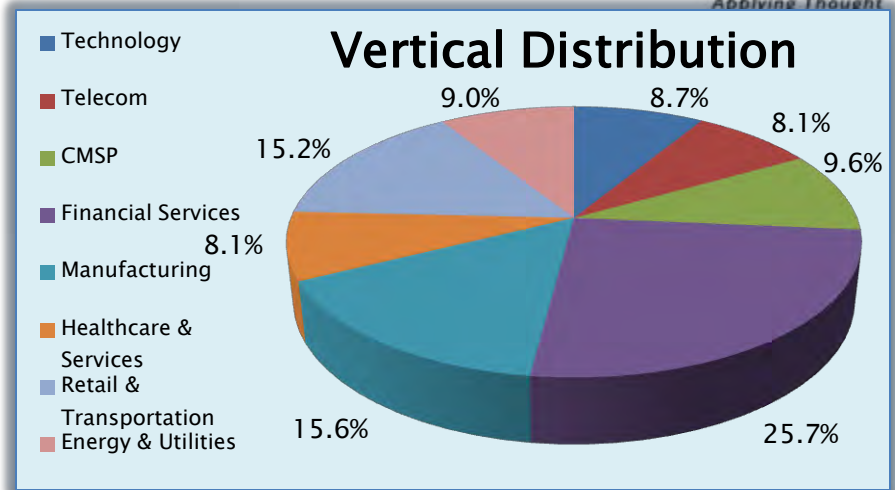
A diversified and de-risked broad based portfolio



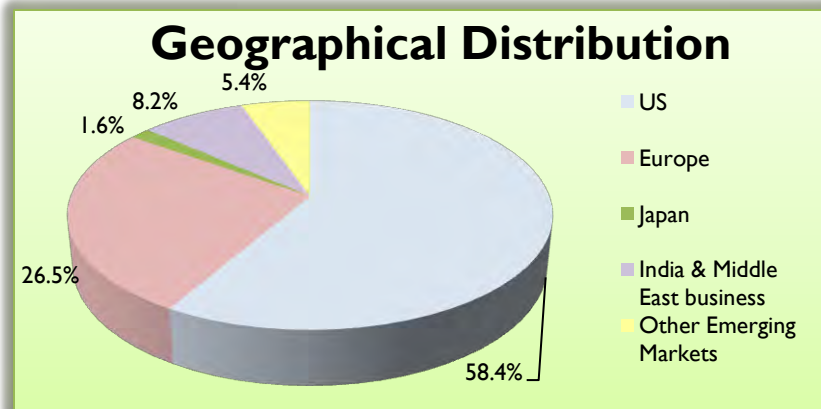
Revenue contribution of Top customers for Q2'09-10

Customer Concentration (% of revenue)	
Top customer	2.7%
Top 5	11.3%
Top 10	19.7%

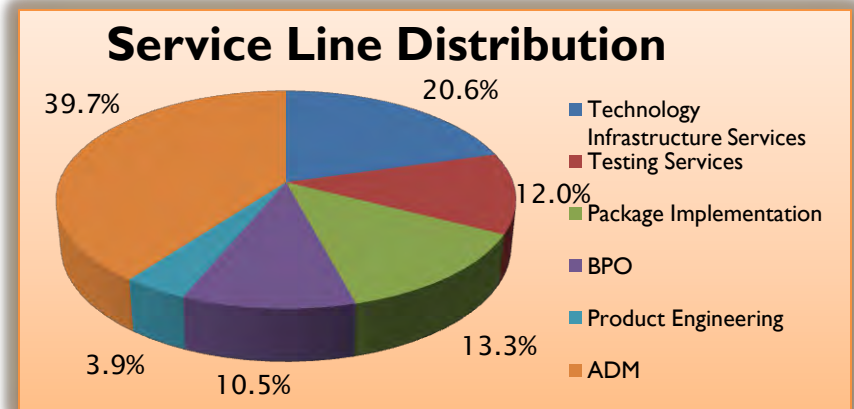
- No customer contributing more than 3%
- 403 customers with \$1 million revenue on trailing 12 month basis



- Diversified Vertical portfolio, with no vertical contributing more than 30%

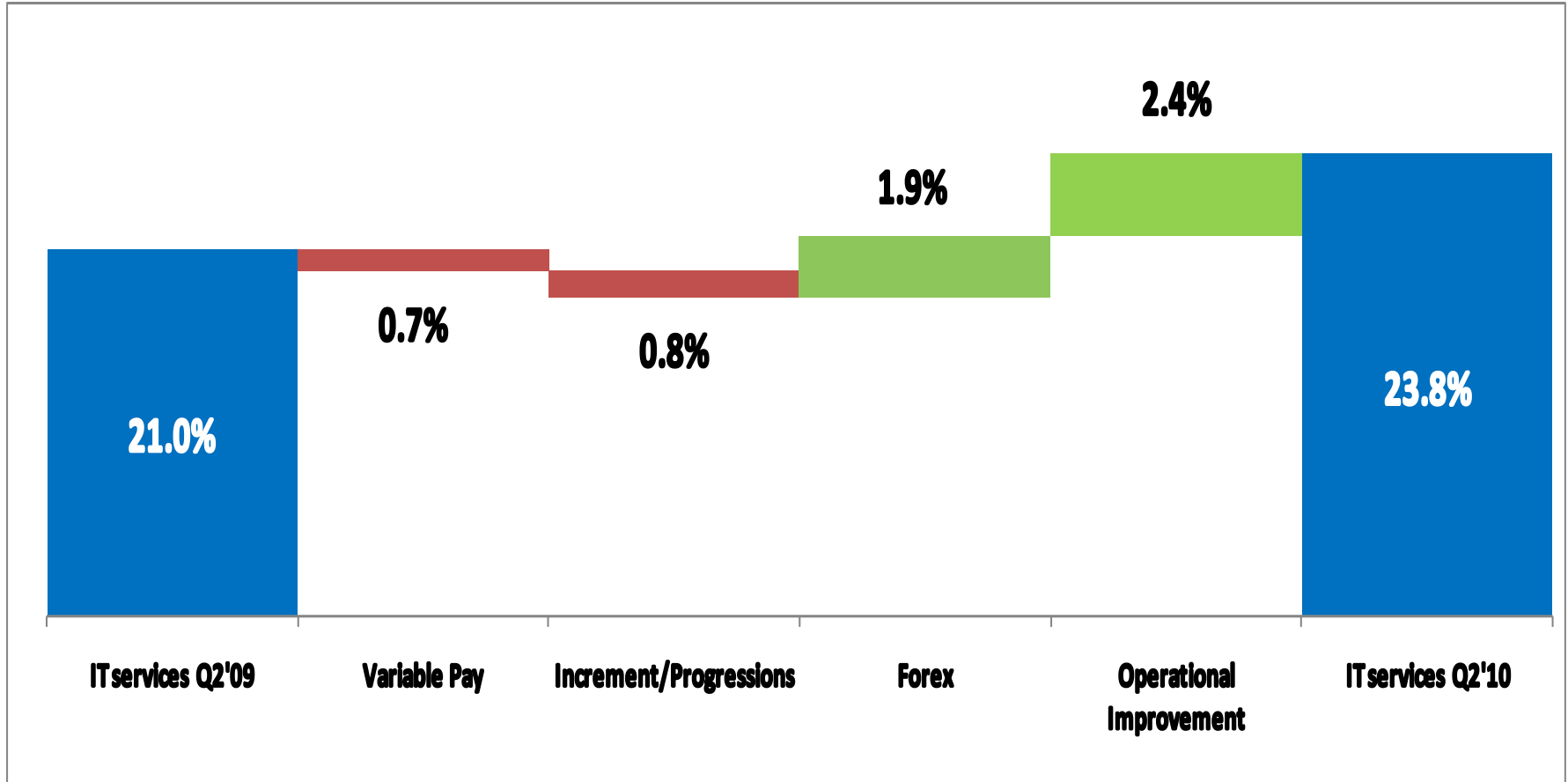


- US contributes less than 60%
- Strong presence in India/ME/Emerging markets
- Balance to align “Global spend and Growth in spend”



- Differentiated Service lines contributing over 60% of Revenues
- Total integrated consulting revenues constitute >2% of Revenue

Margins have consistently improved in the last 4 quarters from 21% to 23.8%



Operational Improvements driven through better price realization, improvement in off-shoring & utilization and better average cost

Leadership in our Non IT Business’



Wipro Consumer Care and Lighting

- Consumer Care and Lighting business recorded Revenues of Rs. 5.87 billion, a growth of 11% YoY and PBIT of Rs. 725 million, a growth of 13% YoY
- International Business had a great quarter with leading growth in Vietnam, China and Indonesia
- In our institutional business, we launched our premium furniture range last quarter which is doing well
- Santoor, our flagship brand, remains the #1 toilet soap brand in South India



Wipro Infrastructure Engineering

- Business environment in India recovers sharply
- Ambitious plans on Road projects generating a lot of positive sentiment



WIN-Eco-energy:

- Multiple contract wins in the Renewable Energy space , across a range of technologies
- Resounding endorsement of our value proposition with our customers
- Tie ups with product vendors/ research institutions to bring IT integration domain skills into renewable energy space



Consistent Track Record of meeting and exceeding investor expectations



Our Current Position



- Annualized Revenues of \$6 billion; Market Cap of ~\$20 billion;
- ~100K people; 65 nationalities

Our Firsts



- To articulate Values and Leadership Qualities (1973)
- To introduce 360 degree Appraisal Systems (1994)
- To use Channels to sell Computers (1981)
- To introduce Employee Stock Options (1984). Framework from scratch
- World first to be certified SEI-CMM/PCMM/CMMi Level 5 & adopt Six Sigma (1996-97) and Lean in IT Services
- Indian company to be a part of NYSE TMT Index (2000)
- To introduce Ombuds-process (2002)

Financials



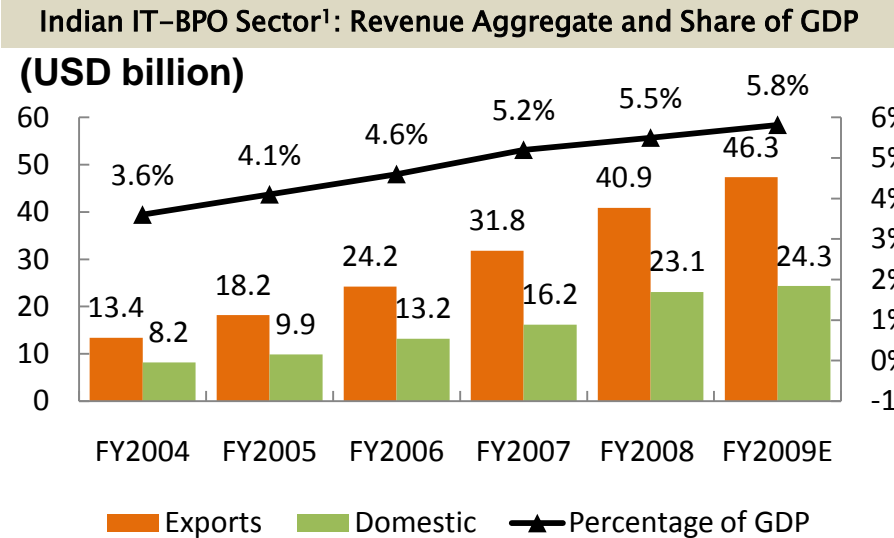
- Revenues greater than 480 of Fortune 1000 companies
- Profits are greater than 750 of Fortune 1000 companies

Presentation Flow

1. Wipro Today – A Fact base

2. The Market Opportunity

Indian IT Industry Today



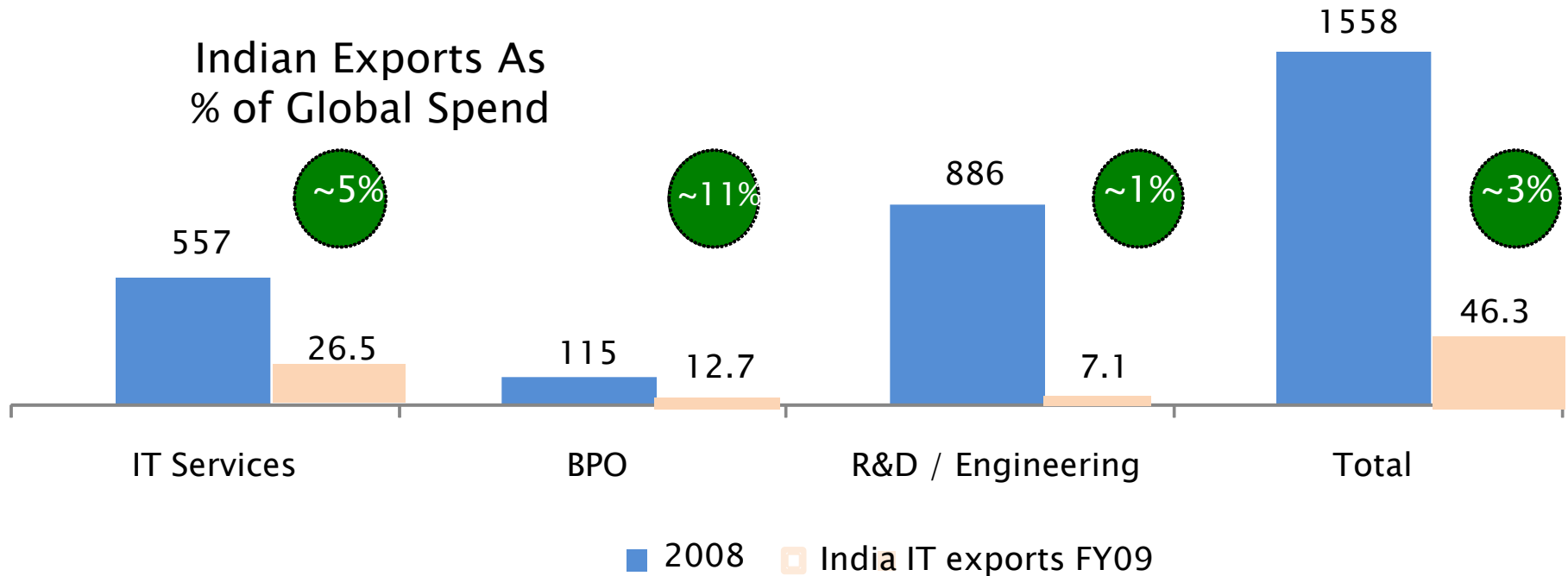
- Indian IT Industry – \$60 Bn; exports at ~\$ 50 Bn up from \$150 Mn in 1990
- India => Most preferred offshore destination
- Innovation and scale
- Expansion into new markets
- MNCs integral part of the industry
- Focus on cost efficiencies and customer value

(1) Domestic IT BPO numbers include Hardware
 9Source: NASSCOM

Off-shoring to India Still Remains a Very Small Part of the Overall Spend

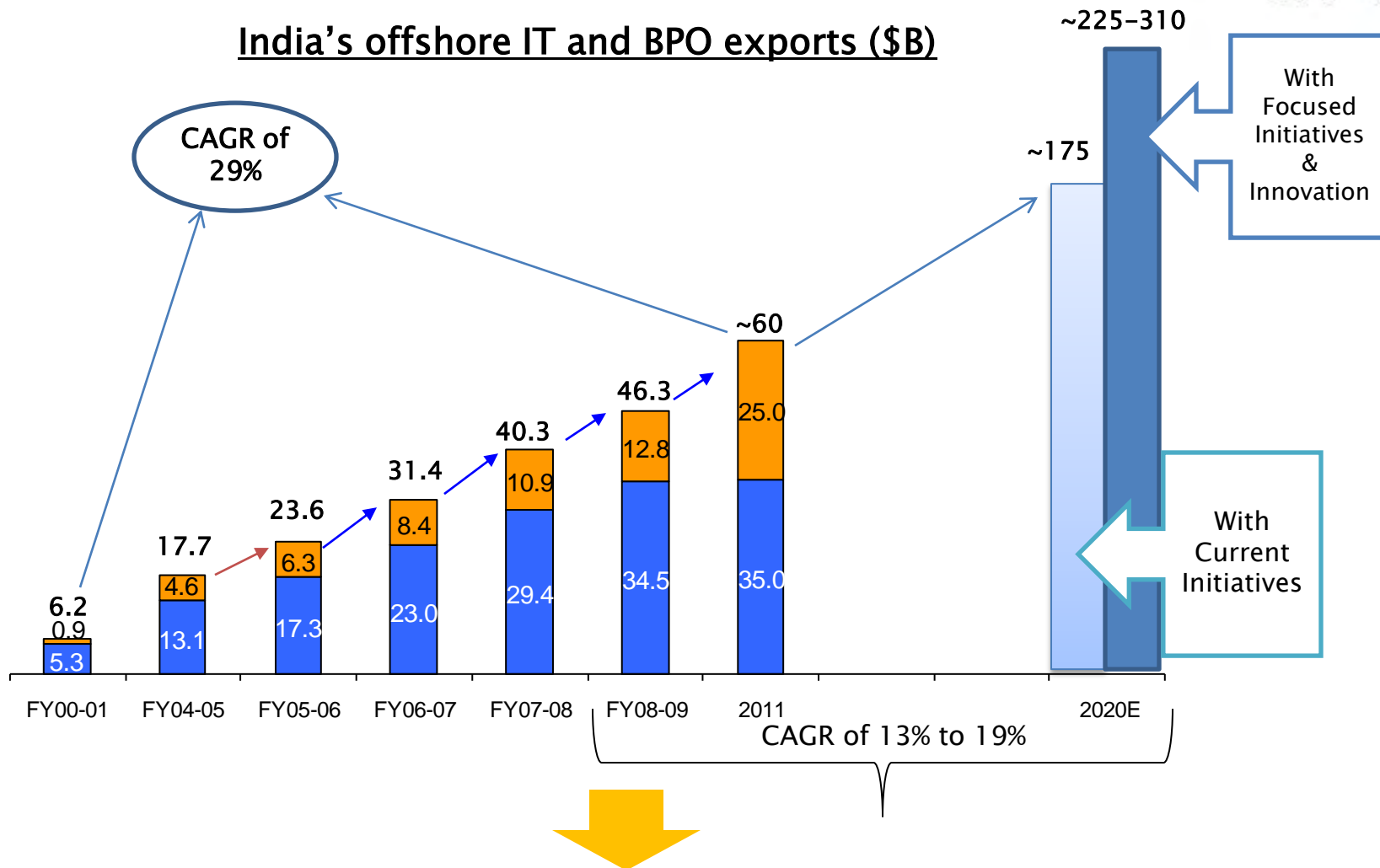
Global Technology Related Spend & India's Current Exports (\$ Billion)

Indian Exports As
% of Global Spend



- Despite the growth India has seen in Global IT Services market, it is still a very small proportion (~3%) of global spend

India Off-shoring market is expected to grow at a CAGR of ~13-19% through 2020



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

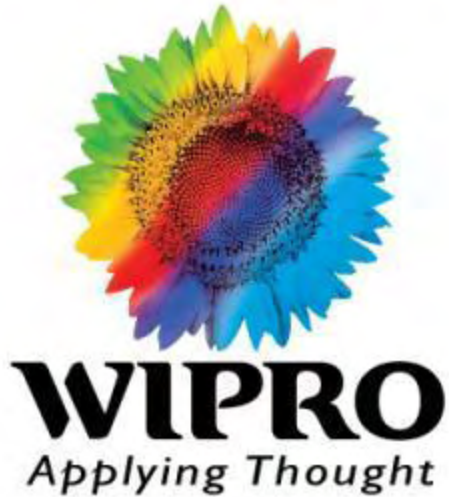
Summary



- Continue to deliver strong growth and operating profits across its IT and Non IT Business'
- Consistent margin improvements. Delivered a **279bps** margin improvement in the last 4 quarters
- Systematic focus on driving business model change has Increased FPP mix by almost 10% in the last 6 quarters
- ROCE for IT Services business increased from 39% for FY09 to 46% at the end of Q2 FY10



Broad based recovery across verticals and services lines in IT Services Business– Guidance of 2.5%–4.5% for Q3 FY10



Function Business ~~Process~~ Outsourcing

Transformational Solutions for Back AND Front Office

Ashutosh Vaidya, Sr. VP & Head, Wipro BPO Solutions

December 03, 2009

Contents

1 Evolution of BPO : taking it Beyond 2010

2 Voice of the customer

3 Wipro BPO Transformation – The Story of Last 2 Years

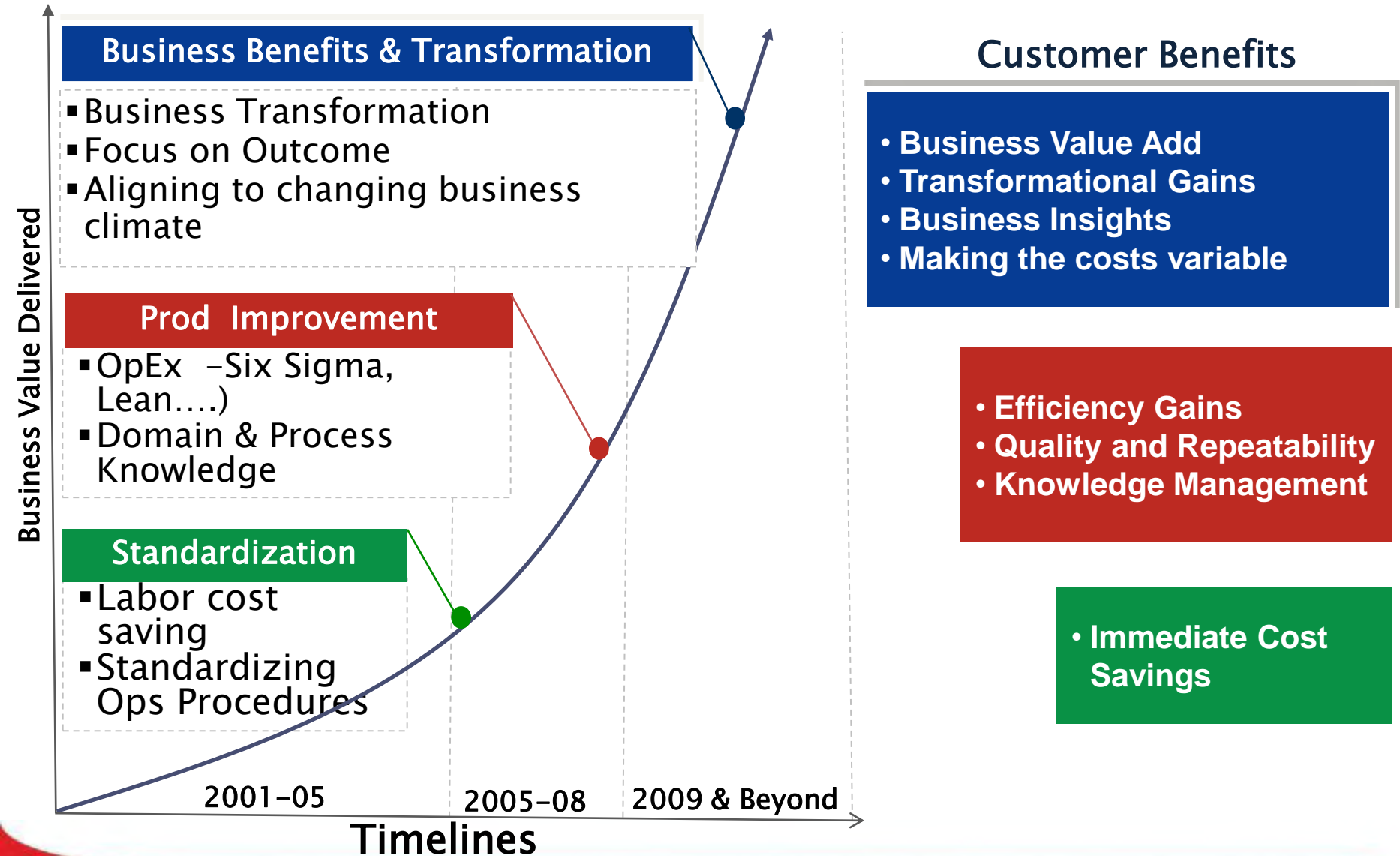
4 Illustration: Adding Value Beyond Just Savings

5 Base))) – Our Technology Toolkit for Back Office Transformation

6 Front Office Transformation

7 Holistic Approach to Transformation

Evolution of BPO : Taking it beyond 2010....



What are they looking for?

Transformational Gains

- Business SLAs
- Beyond efficiency gains
- Help Deliver Business Results?

Align to our changing business climate

- Change BPO with change in Biz needs
- Run BPO with plethora of apps e.g. SAP /Oracle in diff parts
- Nimble Contract to facilitate this change

Complex Regulations & Compliance Mgmt

- Multi Country VAT
- Revenue Recognition norms under IFRS/GAAP
- SOX Compliance

Vendor Consolidation

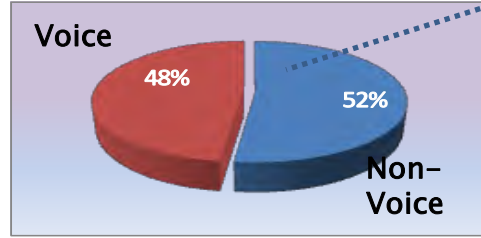
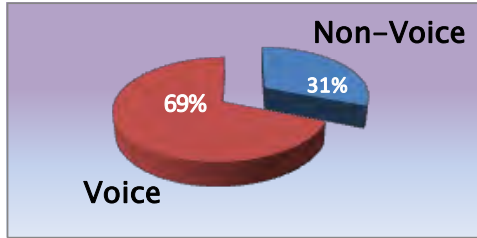
- Global Scale – Language, proximity, local biz needs
- Reduced Governance costs with Effective dashboard
- Ability to shift work across locations
- Uniform quality standards

Intelligent Outsourcing – NOT just “My Mess for Less”

Wipro BPO Transformation – Story of Last 2 Years



1 Extensive Range of BackOffice / Knowledge Services



- Global, Multilingual P2P, R2R, O2C
- Largest 3rd party provider of Securities BO
- Pay Per Drink HRO Solution
- Pharmacovigilance
- Marketing
- Master/Reference Data Mgmt
- LPO

2 From “Call Centre” to “Front Office”



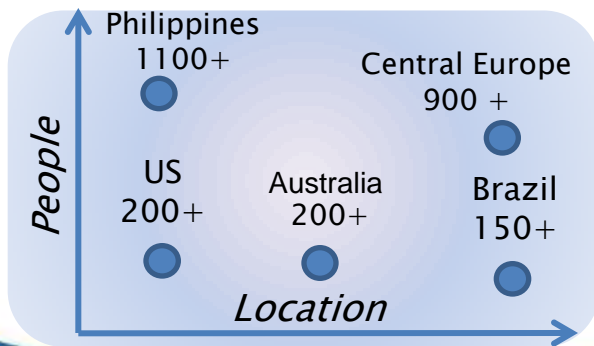
Adding Web/Chat/Mail to the spectrum

Voice /Text Analytics/ CRM insights

L1-L4 Depth in Tech Help Desk

3 Investing in Technology Innovation and Domain Expertise

4 Global Footprint – added 12 Centers from Adelaide to Curitiba



- 5 Centers in Eastern Europe
- Cover all major languages
- 97% + Local hires
- US / Australia Near shore Solutions



Illustration : Value Addition Beyond Just Savings

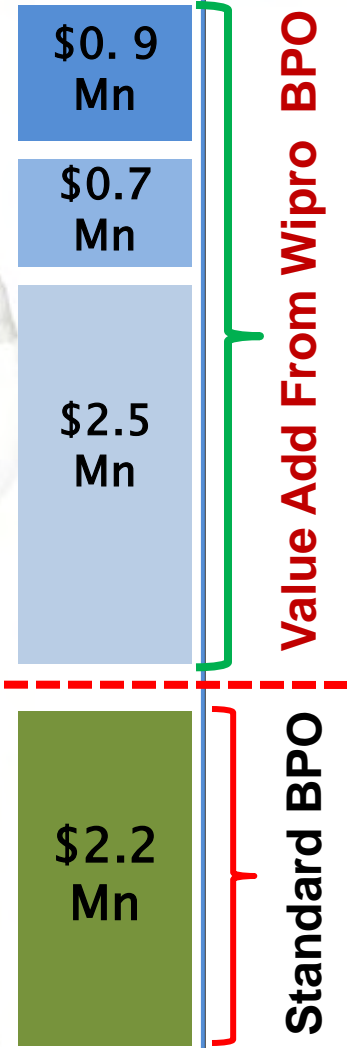
Scenario: 100 FTE Order Management Function for \$ 1 Bn Biz.
 Standard Outsourcing will:

- Save \$ 2.2 Mn on a cost base of \$ 6Mn
- 10-30% better process accuracy
- Cut backlog of pending orders

Business As Usual

“Transformational Outsourcing” will ADD:

- ↓ DSO by 5–15 days – saving \$ 2.5 Mn in Cost of Capital
- Prioritizing Order Processing. ↓ WIP/FG inventory by 5% save \$0.7 Mn
- ↓ Inventory Write off by 2–3% \$ 0.9Mn
- Improved adherence to Customer Required Delivery (CRD) lead time – Improved CSAT
- Make Revenues more predictable – priceless!!
- More benefits depending on the customers needs.....



Base))) – Our Technology Toolkit for Back Office Transformation



Acceleration

- Ability to use multiple ERP systems
- Lightweight customization
- Decouple Processing layer from underlying application

Effectiveness

- Linking processing rules to business goals
- Nimble change in processing rules without heavy customization
- Business insights through Reports & Analytics

Efficiency

- Saves cost and time in data capture & validation, reporting
- Facilitates prioritizing transactions, exception handling
- Helps Identify process bottlenecks

Transparency

- Web based Dash board for complete visibility
- Drill down-by parameters like date/value/region/customer/product

Compliance

- Facilitates role based, minimal & 'just-in-time' data sharing
- Ensuring compliance through complete control over your outsourced process

Transforming the Front Office



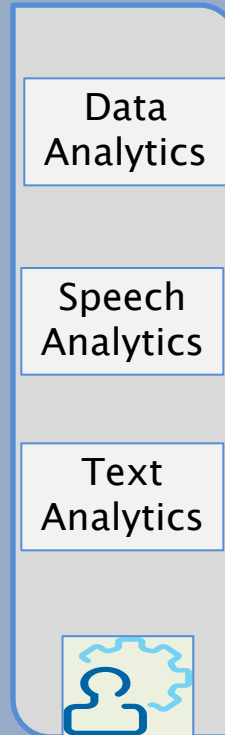
Transformation of Interfaces



Unprecedented levels of rich data



Unlocking value of unstructured data



Wipro Process Excellence & Quality Framework



Six Sigma Lean Kaizen Transformation



Automation and Self Service Roadmap

Better Consumer Experience, Lower Cost of Service, Revenue Opportunities

Holistic Approach to Transformation



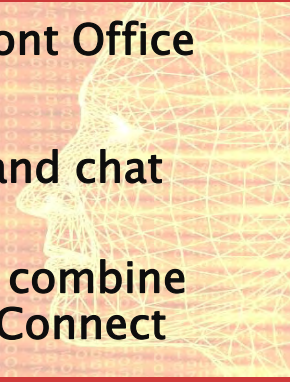
Combining Consulting, BPO & IT

- Review Business model
- Aligning policies
- Technology changes
- Process improvements



Tech Innovations for Front Office

- Speech Analytics
- Leveraging AI for voice and chat automation
- Rev generation ideas - combine CRM+ Analytics+ Xpert Connect



Wipro's Value Proposition



Empowering BackOffice
with
Base)))



Acceleration

Effectiveness

Efficiency

Transparency

Compliance

Achieving Functional Goals , Not just Process Efficiencies



Manufacturing

Delivering Accelerated Performance through
Transformation

N.S. Bala, SVP and Head, Manufacturing Vertical

December 03, 2009

We are the goods behind the good things in life

Industrial Mfg
White Goods Mfg

Think HVAC,
Think Appliances



Think Food Pkg
Think Newspaper



**Paper, Pulp,
Packaging
Industry**

Aerospace

Think Safe Travel



**The World
Of
Manufacturing**

Think Car



Automotive

**Consumer
Electronics**

Think Music



Pharma

Think Medicine

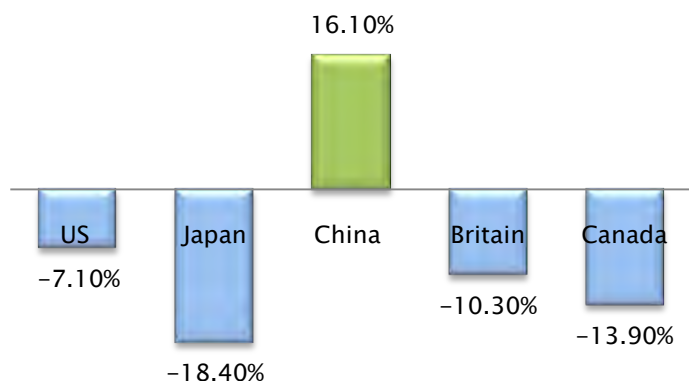


Think Machinery
Think Environment

**Industrial, Steel,
Chemicals, Sustainable Mfg**

While the macro environment looks challenging

Change in Index of Industrial Production YoY %
(Sep/Oct)

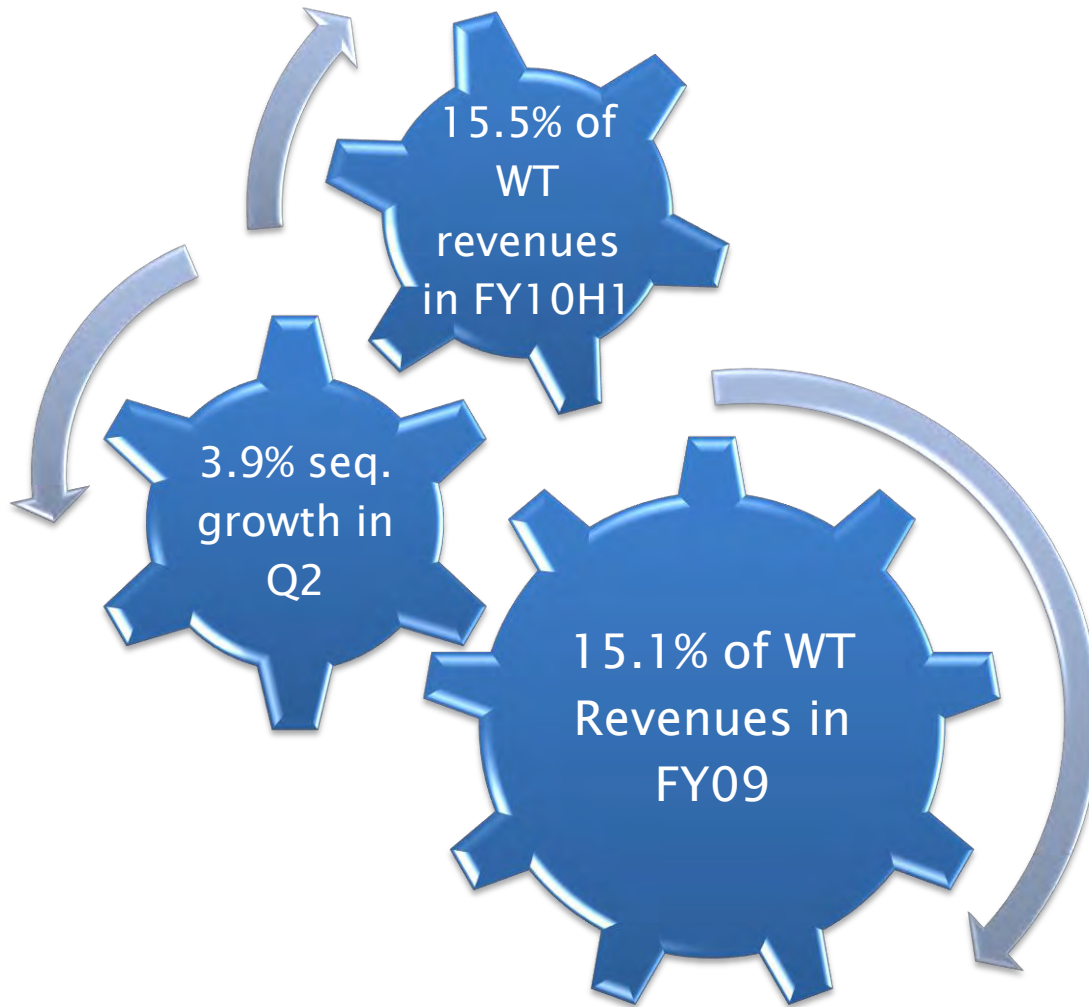


The Economist

Industrial Production growth is negative for most major economies

- Share of Manufacturing in World GDP down to 17% in 2008, compared to 19% in 1998 and 23% in 1988.- *United Nations Statistics*
- In US both manufacturing output and employment are down 15% from the start of the recession in December 2007, far more than overall GDP and employment. - *The Economist*
- “Global recession is ending , but a subdued recovery is ahead” - *IMF*
- Manufacturing production growth is expected to decline to 11.3 percent this year before rebounding to 4.6 percent growth in 2010 and to 6.0 percent growth in 2011.

Manufacturing BU has bucked the trend...



- ✓ Early Innovators
 - Factory Model
 - CiGMA

The industry is trying to re-invent and spend differently.....



IT Opportunities to enable Transformation



Industrial & General Manufacturing

- Product & Service Integrated Offerings
- Sustainable Supply Chain & Operations
- Workforce Collaboration
- Product Rationalization
- Tax Efficient Supply Chain Mgmt



Hi-Tech

- Networked Products
- Energy Efficient products
- Content Supply Chain
- Sales & Operations Planning



Aerospace

- Increased use of Avionics
- Globalized Product Development & Manufacturing
- Shift of MRO to Low Cost Centers
- Use of Alternate Fuels
- Supply Chain Collaboration



Automotive





- Alternative Fuel Technologies
- Telematics
- Reduce Carbon Footprints
- Emerging Market Focus leading to low cost cars



Pharmaceuticals

- R&D Cycle Time reduction
- Cost takeouts in Sales & Mktg
- Secured Supply Chain

Our solutions to accelerate the transformation....

	Revenue Impact	Cost Impact	Brand Impact
 <p>Product & Service Innovation</p>	<ul style="list-style-type: none"> Investigator Portal Design Collaboration Solution 	<ul style="list-style-type: none"> WiQTR - Enterprise Quality Improvement PLATO - Automotive Test Lifecycle Mgmt On-Demand Clinical Trials 	<ul style="list-style-type: none"> Dedicated Short Range Communication - Enabling Vehicle to Vehicle/Infra Comm. Bluetooth -Car Infotainment & Personal Navigation Device Integration - BRAND
 <p>SC Optimization Extended Enterprise</p>	<ul style="list-style-type: none"> FreeWay - OEM Dealer Integration 	<ul style="list-style-type: none"> Tax Efficient Supply Chain PLM-ERP-MES Integration Supply Chain Visibility Orders, Shipments, Inventory, WIP and Supplies Sales & Operations Planning 	<ul style="list-style-type: none"> e-Pedigree - Track & Trace
 <p>Focus on Nascent Markets</p>	<ul style="list-style-type: none"> Product Lifecycle Optimization Solution to reduce time-to-market through Market Mapping and Emerging Market Analysis 	<ul style="list-style-type: none"> ManTra - Managed Transitions for Work Transfer 	
 <p>Sustainable Manufacturing</p>	<ul style="list-style-type: none"> End-of-Life Recovery Management 	<ul style="list-style-type: none"> Sustainable Manufacturing Analytics & Reporting Tool (S.M.A.R.T) Real Time Device Management 	<ul style="list-style-type: none"> Vendor Compliance Product Environmental Lifecycle Analysis

Transformation Delivered to Clients....



Global Consumer Electronics Major

Business Process Optimization of material pricing & contract processes across North American operations



Global Aerospace Leader

Energy Optimization through Analytics for plant floor and operations across multiple plants in US and UK



Global Pharma Giant

Process consolidation and optimization into One Global and 4 regional hubs for Manufacturing, Supply Chain and F&A Processes



Leading HVAC Manufacturer

Supply Chain, Manufacturing, HR and F&A process transformation across 20 locations



Global Paper & Packaging Major

Harmonized Process across the globe for plant maintenance, procurement, service mgmt & inventory mgmt, Implementation & rollout of OneSAP template across 21 mills



Large Steel Manufacturer

Inventory Reduction, Improved Planning & Scheduling Efficiency through consolidating business functions and MES-ERP integration



Global Automotive OEM

Improving global supply chain visibility through transformation of In-transit vehicle tracking process.



Global Automotive OEM

Optimizing the after market services through early warning capability using real time vehicle Telematics

Our prediction for the future and our big bets...

- Creation of localized products for emerging markets
- Outsourcing services akin to manufacturing outsourcing
- Extensive collaboration across the globe (enabled by IT)
- Regulation compliance & Sustainable manufacturing



- Business Process level SLAs
- End to End Visibility & Monitoring at business process to IT Asset level
- Map, Measure and Manage by business priority



- Product & Compliance Testing for localization
- Reduce Time-to-Market



- Design for environment
- Sustainable Procurement
- End of Life Recovery Management

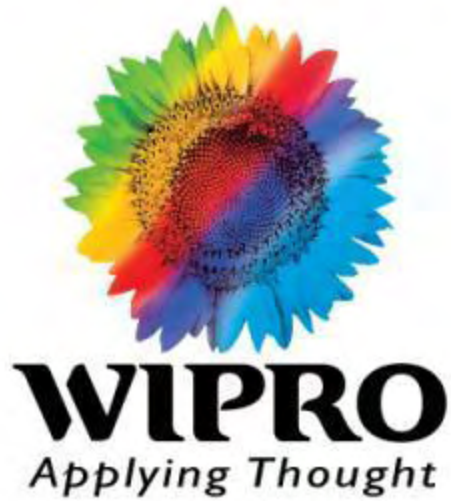


- Cloud Hosted Solutions
 - Warranty Management
 - Clinical Trial on-demand
 - Infotainment on Cloud



- Work force collaboration
- Early Market feedback
- Digital Advertising





BFSI Overview

Soumitro Ghosh, SVP & Head, BFSI

December 03, 2009

Did you know?

Wipro Manages Customer Systems for:

Authorization, Clearing and Settlement

- 50 million cards
- Outstanding of USD 60 billion

Systems handle requests

- Over 25 billion card transactions
- involving over USD 2.5 trillion

Approximately USD 80 billion of the mortgages originated in US

- 280 million policy holders
- 147.55 million customer IDs for single view access



Booking the corporate actions within 24 hours of the notifications globally

One out of 9 orders for Trade Settlement globally

Single View
~30m customers across life, pensions & annuities lines of business

30.1% of the trading volume in US Equity & OTC Derivatives market

About BFSI

BFSI

Banking & Capital Markets

Retail Banking

Financial Services

Investment Banking

Asset Management

Asset Servicing

Exchanges

Wealth Management

Retail Brokerage

Insurance

Life Insurance

P&C Insurance

Insurance Brokerage

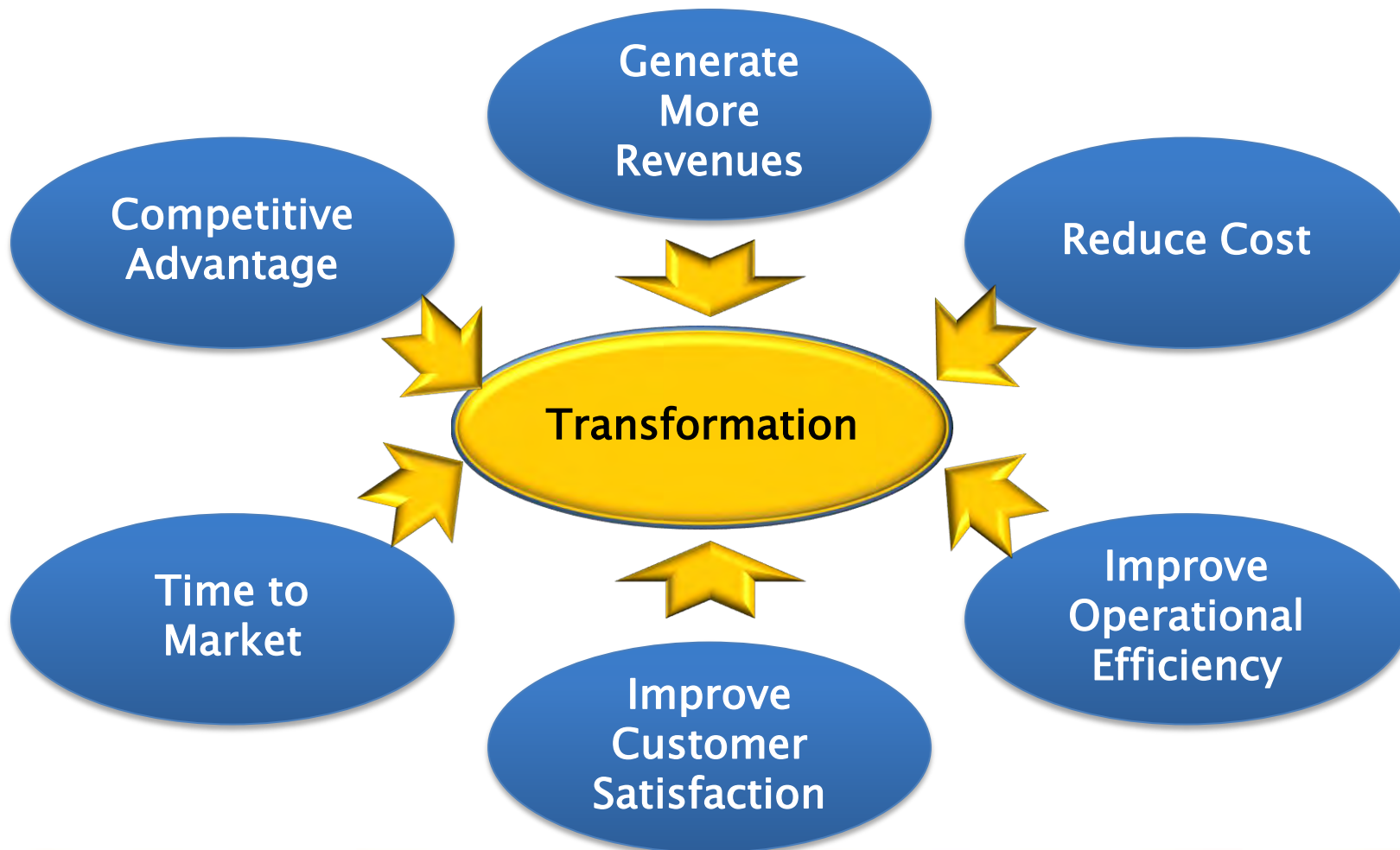
Re-Insurance

- 26% of Wipro's Revenues
- Grown faster than company for last five years
- Over 15,000 FTEs
- Over 2000 Industry consultants

- Over 50 customers across different Geographies
- Deep competency in different practices
- 15 Centers of Excellence

Our Vision

To be the **Trusted Partner** for our clients in their **Transformational Initiatives**



Customers are transforming and adapting themselves to a New Normal

KEY TRENDS

1. Customer will continue to be lean
 - Reduction in Business as Usual spend in BPO and Infrastructure
 - Application Development and Maintenance
 - Strategic Outsourcing
 - Application Rationalization
2. Reorganizing to a “new” shape and form– Core Vs Non Core
3. Risk and Compliance
4. Merger and Acquisition
5. Discretionary Spend
 - Only very Critical Projects
 - Quick returns
 - Demanding customers
6. Emerging Markets Focus



We are driving 'New Offerings' to address the New Opportunities in the market place



- ① Customized offerings in BPO and Infrastructure Services
- ② Continue to Drive "PACE" on the application side
- ③ M&A Practice
- ④ Risk and Compliance Practice
- ⑤ Internationalization



We are working with several clients helping them transform



One of the Large Retail Banks in UK

Application and Infrastructure Integration with another UK based bank post acquisition leading to:

- Improved Operational Efficiency
- Reduced costs



Global Investment Bank

Manage the QUALITY of Reference Data for all their Traded Instruments leading to:

- Manage Credit & Operational Risk
- Bring down TCO of the Reference DATA Platform



A large European Insurer

End to end policy admin system including the entire SDLC enabling:

- Flexibility & Scalability to enable faster time to market
- Streamline processes for all products
- Enable insurer to offer customized pricing
- Enable Internationalization

Enablers for Transformation

Deep Industry Knowledge

Strong Consulting Capabilities

Program Management

Solutions and System Integration

Strong Industry Practices

Insurance

1. Sales and Distribution
2. Policy Administration
3. Claims
4. Shared Services

Retail Banking

1. Lending
2. Cards
3. Payments
4. Channels
5. Transaction Banking

Securities & Capital Markets

1. Investment Banking
2. Asset & Wealth Mgmt.
3. Asset Servicing
4. Exchanges
5. Retail Brokerage

We are leveraging our multiple capabilities to drive Customer **Solutions**



SOLUTIONS

Banking & Capital Markets

1. Intuitive Customer Experience:
 - a. Sales Advisory Platform
 - b. Delinquency Management
 - c. Online assisted self service enablers
2. Reference Data Management
3. Mortgage Solutions: Loan Origination and Loan Servicing
4. Post Trade Settlement: Process Factory
5. M&A
6. Risk and Compliance

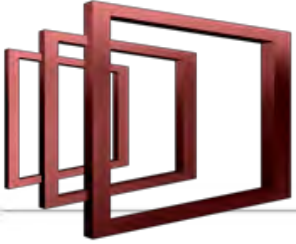
Insurance

1. Policy Administration: "Business in a Box"
2. Claims: EC2W (Enterprise Claims Collaboration Workbench)
3. Analytics: KPI library and Data Models

Frameworks

System Integration





FIN NEXT

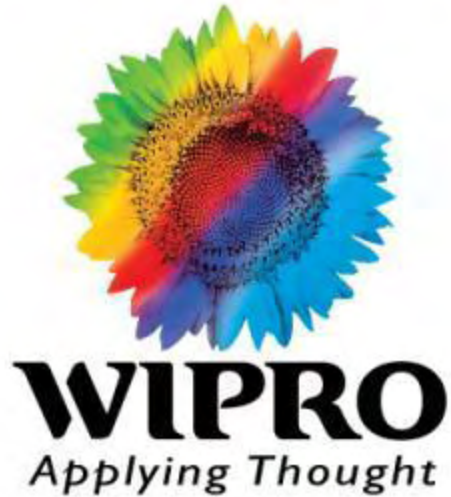
NextGen solutions for the financial world



WIPRO
Applying Thought



One-stop solution CoE across Financial Services

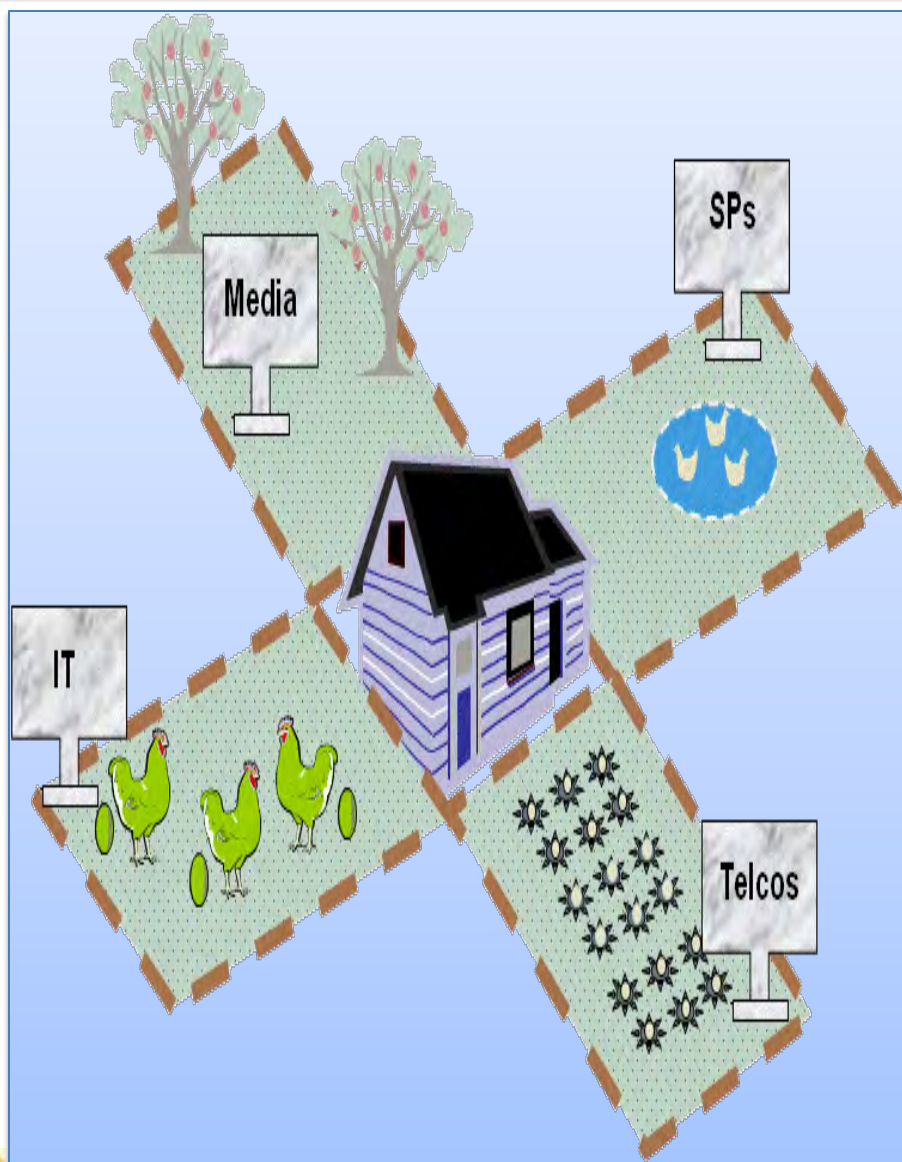


Telecom & Media Overview

TK Kurien, President – Telecom and Wipro Consulting
Services

December 03, 2009

In our playing field everyone believes that everyone else holds the key to their futures!



Source: Ovum

Environment

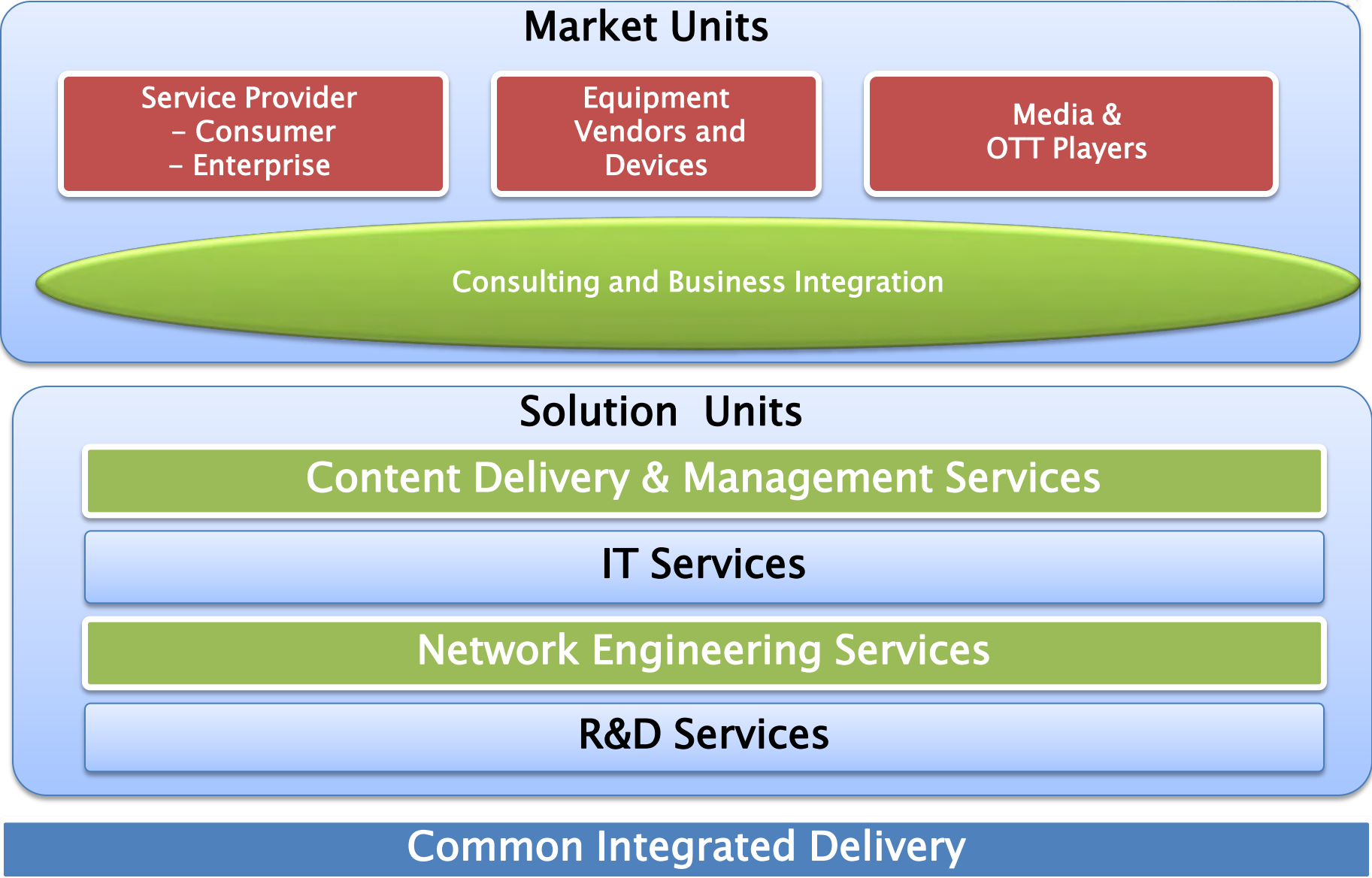
- Traditional Media companies trying to fight a battle where “content” is near free and traditional advertising models are being pushed to deliver outcomes. Overall market is expected to decline by 5–7% this year
- Telco’s fighting for survival as traditional profitable segments are under threat from IP/Cloud based solutions. Telco’s are now fast approaching the cutover point where cost of running switched networks is now more than revenue. Traditional services typically contribute to all the profitability of a Telco. In the next 3 years decline in traditional revenue is expected to be between 8– 10% in developed countries
- Overall the market for equipment vendors is expected to decline by 7 –8 % this year. R&D spends are expected to decline from 13–14% of top line to 8–9%. All equipment vendors looking towards network services for revenue

Implications for Wipro

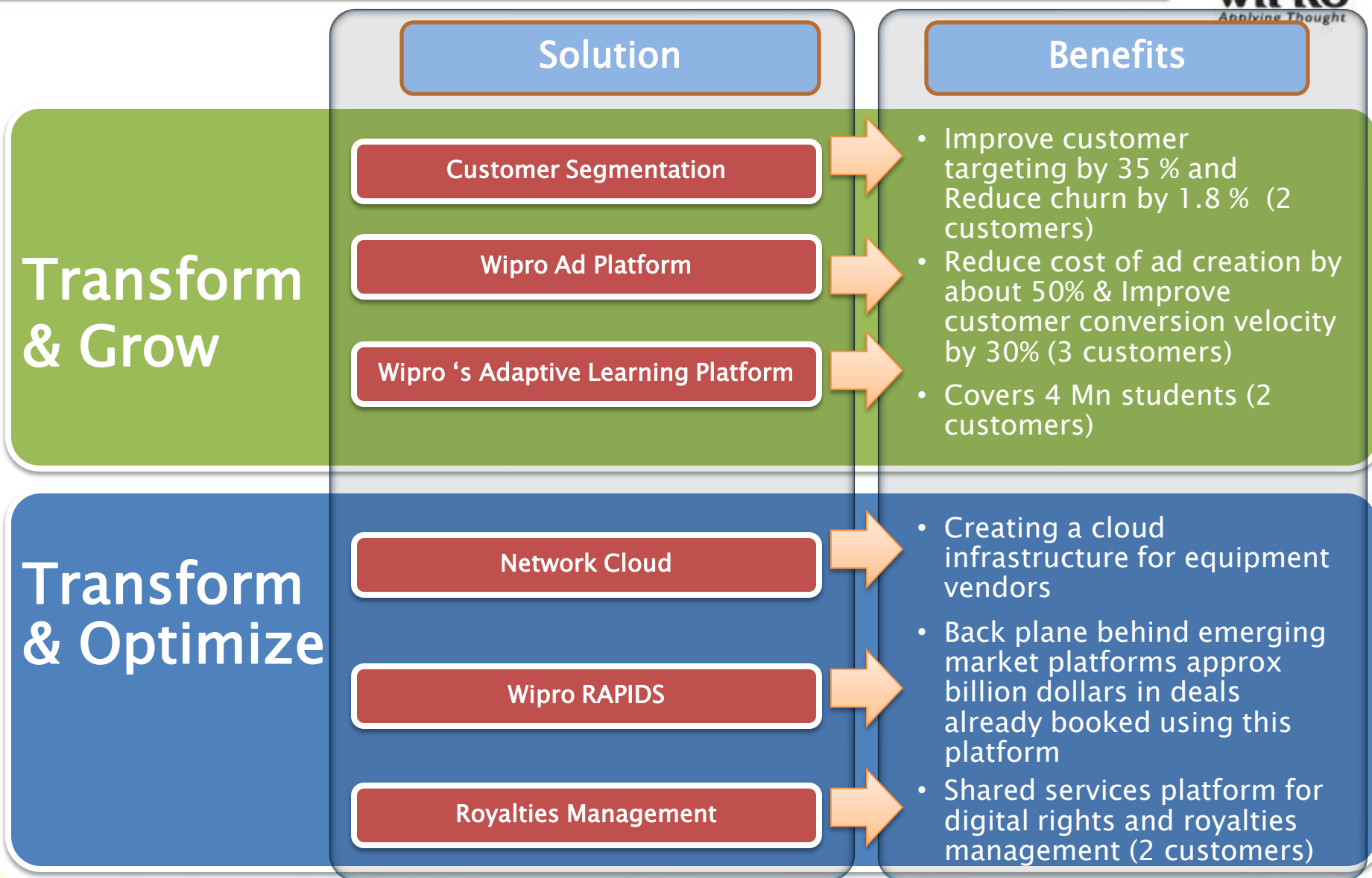
- Significant shift in focus from just reducing cost to driving revenue side outcomes
- Solution themes focused around customer segmentation, micropayments, adaptive content etc.
- Delivery models – Managed services, business outcome based deliverables and integrated services
- Internal organization mix to change from being led to leading



..and we have an Integrated Organization to address this...



with 20 % of revenues – supported by a solution based strategy...



...and supported by strong customers



Wipro's success has centered around managing end customer experience, across the Tele-Media Value chain

9 of the Top 10 Media and Entertainment Players

12 of the Top 15 Communication Service Providers


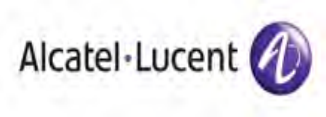


9 of the Top 10 Equipment Vendors

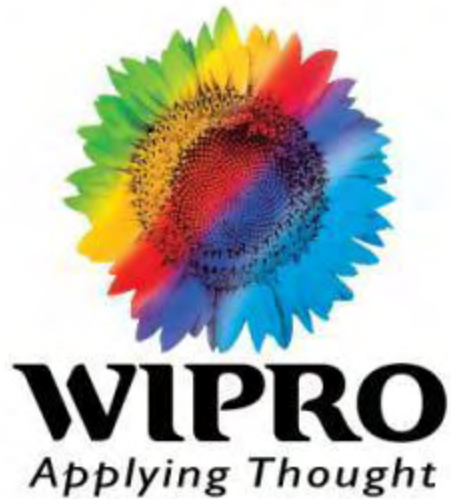
Over 12500 employees globally across geographies

Experience spanning 2 decades

a look at some of the sample wins in the past..



Client	Type of Deal
<p>One of the world largest communication and media company</p>	<p>Developing and defining an online strategy for managing atomic content specifically directed at the Americas.</p>
<p>One of the world largest mobile operator</p>	<p>Develop a strategy to reduce ~USD 600 Mn from their IT and Operations cost base.</p>
	<p>App rationalization and centralization of application management services for their backend processes. Reduced cost from existing vendor by almost 30 percent.</p>
	<p>End to End ownership of legacy products. Scope includes product enhancements and maintenance covering 6 countries and 2 product lines.</p>
 	<p>End-to-end IT partner . Service launch in 6 months using RAPIDS framework. Ownership of IT and Infrastructure Management. Target customer base is over 180 Mn.</p>
<p>One of the Largest Private Broadcasters in the UK</p>	<p>Dynamic Ad scheduling platform using customer analytics and linear programming conceived and developed by Wipro. Improved revenue over a year by 4 percentage points.</p>



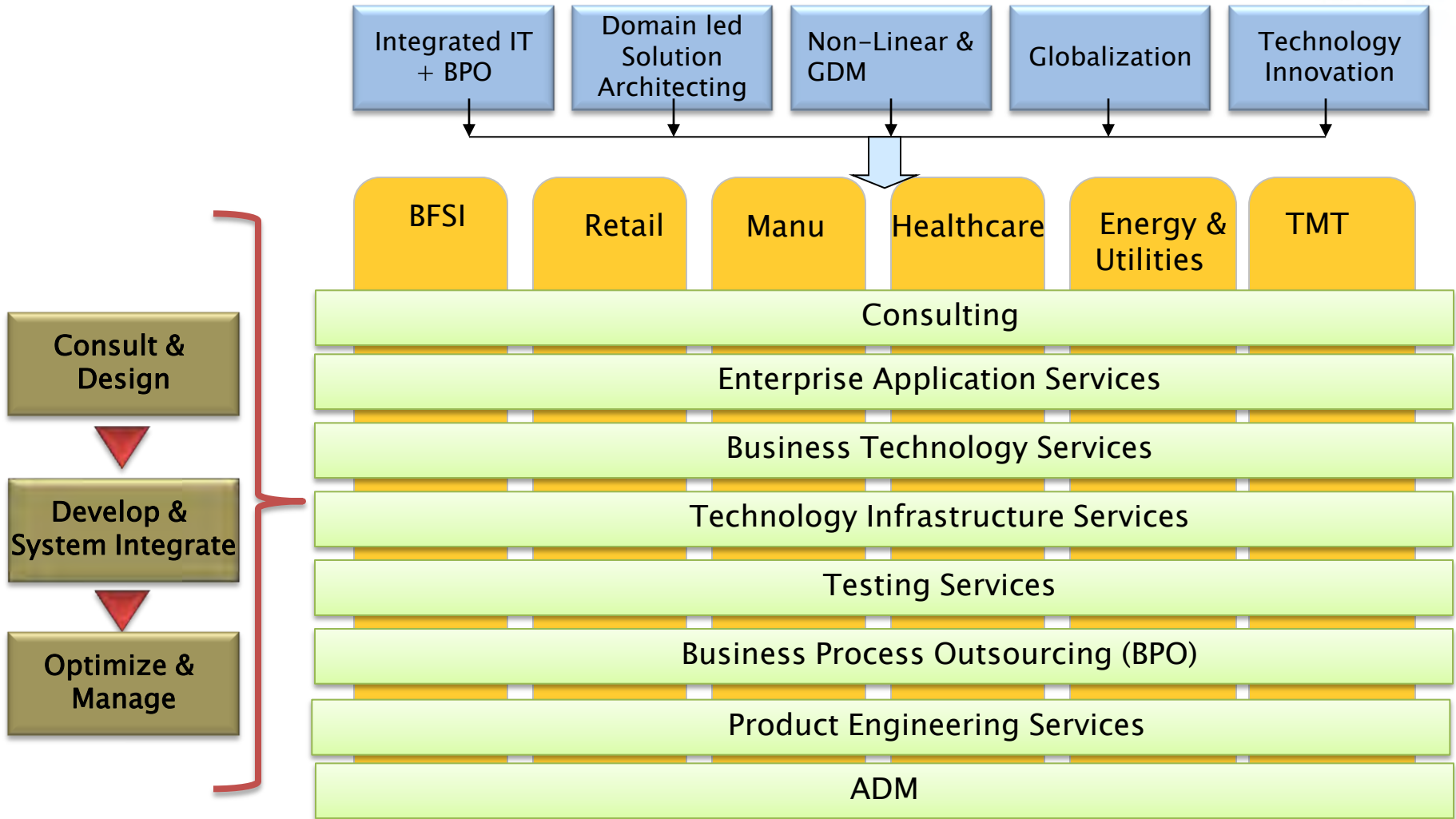
Wipro Strategy

Girish Paranjpe/Suresh Vaswani
JT CEO's - IT Business

December 03, 2009



Wipro Today – Delivering the Integrated Services Portfolio



Permanent reset in the economic order – 7 Mega Trends



Macro-economic and demo- graphic trends

- 1 Shifting centers of economic activity
- 2 Working age population shrinking in key developed countries

Social and environmental trends

- 3 Increased Internet and mobile connectivity transforming the way people live and interact
- 4 Increasing consumption of and supply gap in natural resources (e.g., oil, water)

Business and technology trends

- 5 Global economic crisis leading to major shift in industry structures
- 6 Corporate boundaries being redefined
- 7 Technology radically transforming the way traditional corporations and governments function

.... Leading to the creation of the 21st Century Corporation



Move to variable costs whenever you can

Stay dynamic & flexible & not held hostage by assets, speed to market

Rationalize & identify what is Core and Non Core to business success

Virtualize non core processes and some core processes – make the goal of higher productivity the shared business imperative of “partners”

Joint objectives and targets between the client and its partners

New Target Operating Models



**Delivering demand generation , superior growth,
margin, cash flows & sustainability**

Mapping Wipro's Strategy to the needs of the 21st Century Corporation



Expectations of the 21st Century Corporation



Transformation Partner

One Who

- Enables business outcomes rather than offering services for hire
- Commits to Skin in the game
 - Risk & Reward Models
- Proactively invests in customer benefits
- Is a guide, and a partner in the journey

Wipro Strategy



Building Transformational Capability

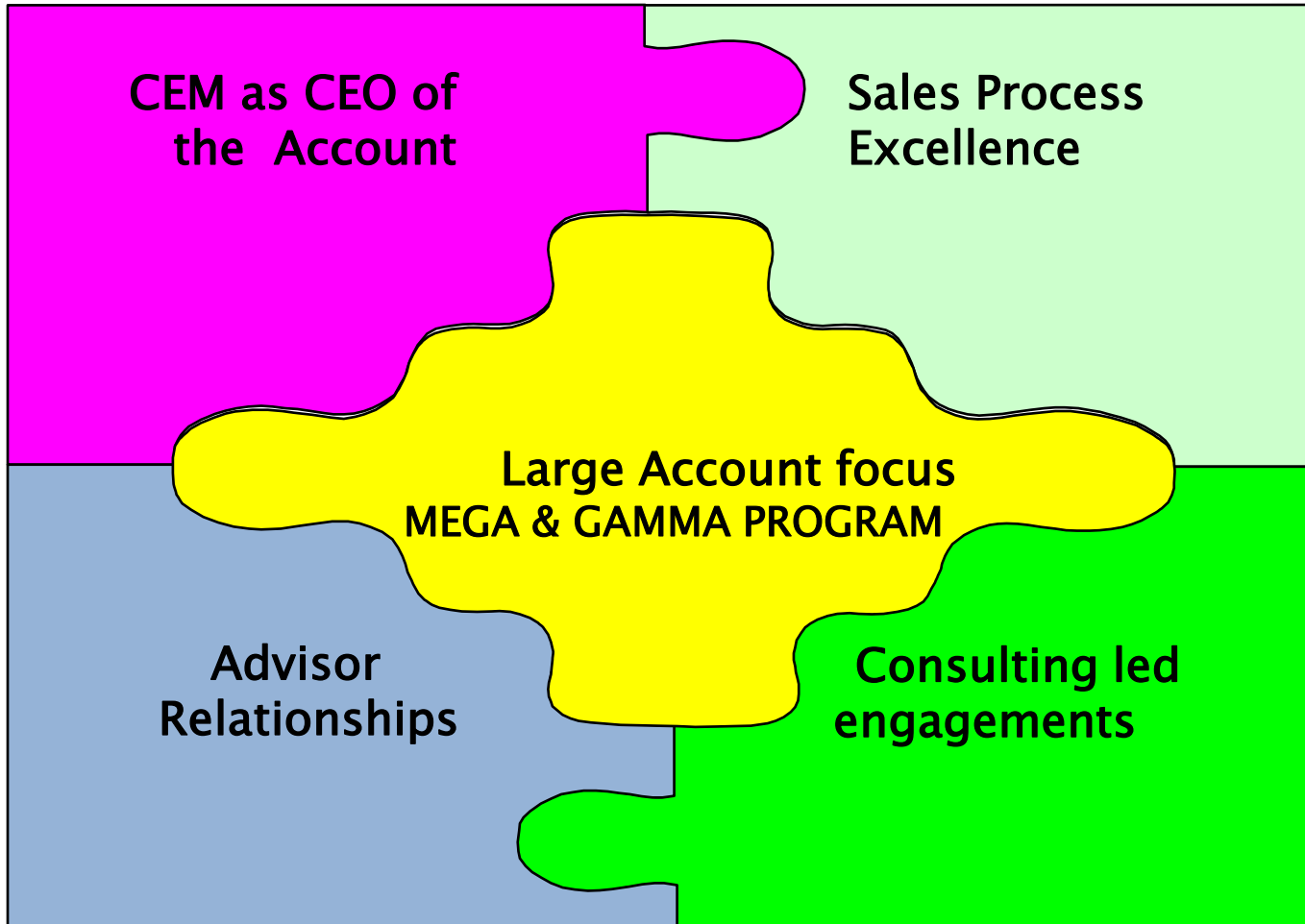
Enabled by

- ① Delivered by a focused Client Engagement Program.
- ② Innovating services & delivery models
- ③ Robust Services Roadmap
 - Technology Innovation
- ④ Globalization
 - Delivery & Workforce
 - Markets
- ⑤ Inorganic Growth
- ⑥ Mega-alliances

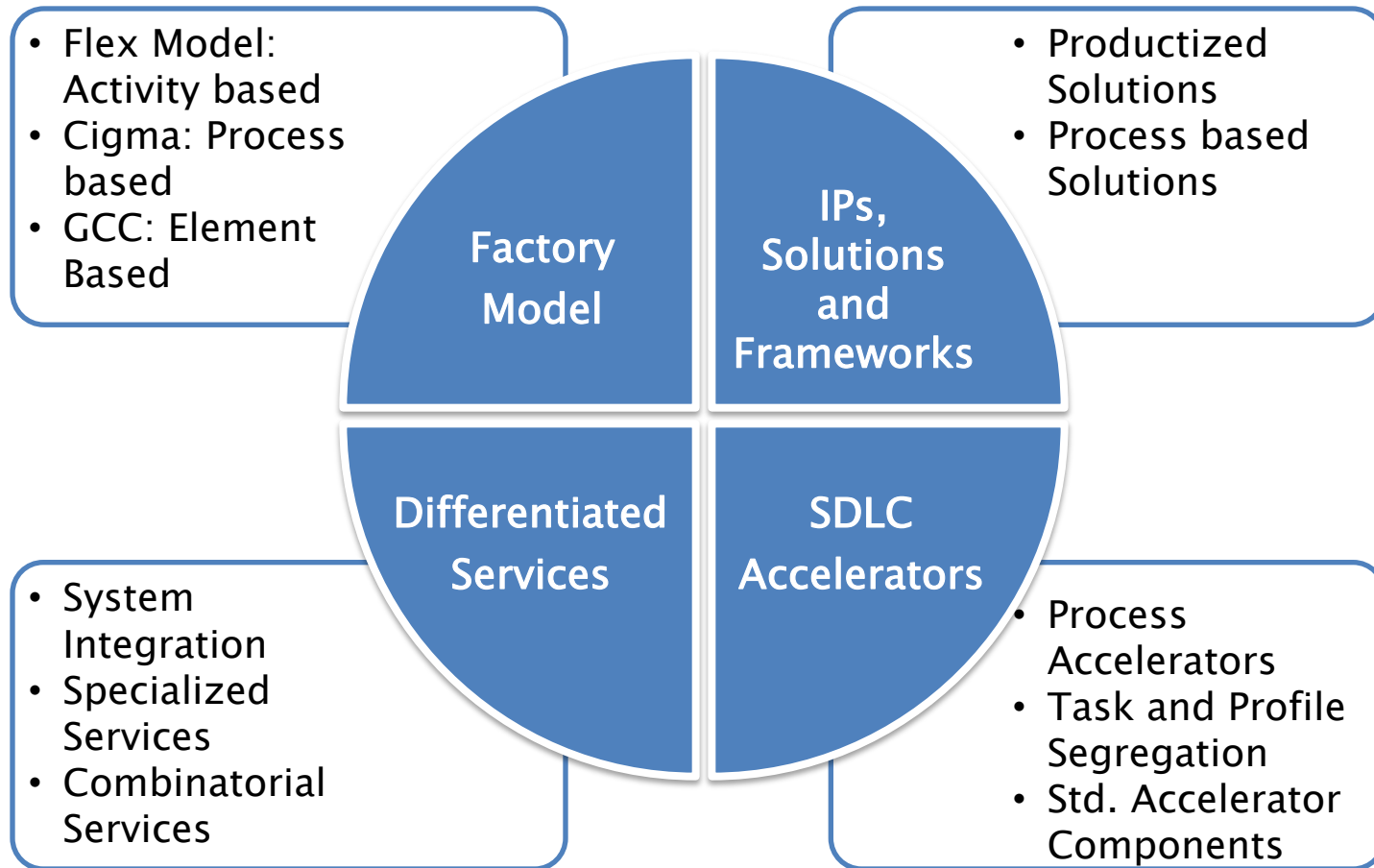


Providing transformational outcomes to customers

① Structured and focused client engagement program



② Innovating services & delivery models



DRIVING DOMAIN CENTRICITY & NON-LINEARITY IN OPERATIONS

③ Driving a robust Services Roadmap – Technology Innovation



Cloud Environments	Transforming enterprise applications & infrastructure to operate in hybrid cloud
Collaboration	Deliver business process efficiency & enhanced user experience for global enterprises
Green Technologies	Achieve sustainability goals of enterprises using a combination of IT and non-IT
Mobility Force	Extend enterprise & consumer applications & manage multiple devices for mobile work
Social Computing Strategy	Leverage collective intelligence of communities for Enterprise products & services
Information Management	Manage Information in Hybrid environments & apply multimedia analytics for business insight
Security	Physical & Information Security in a globalized business environment



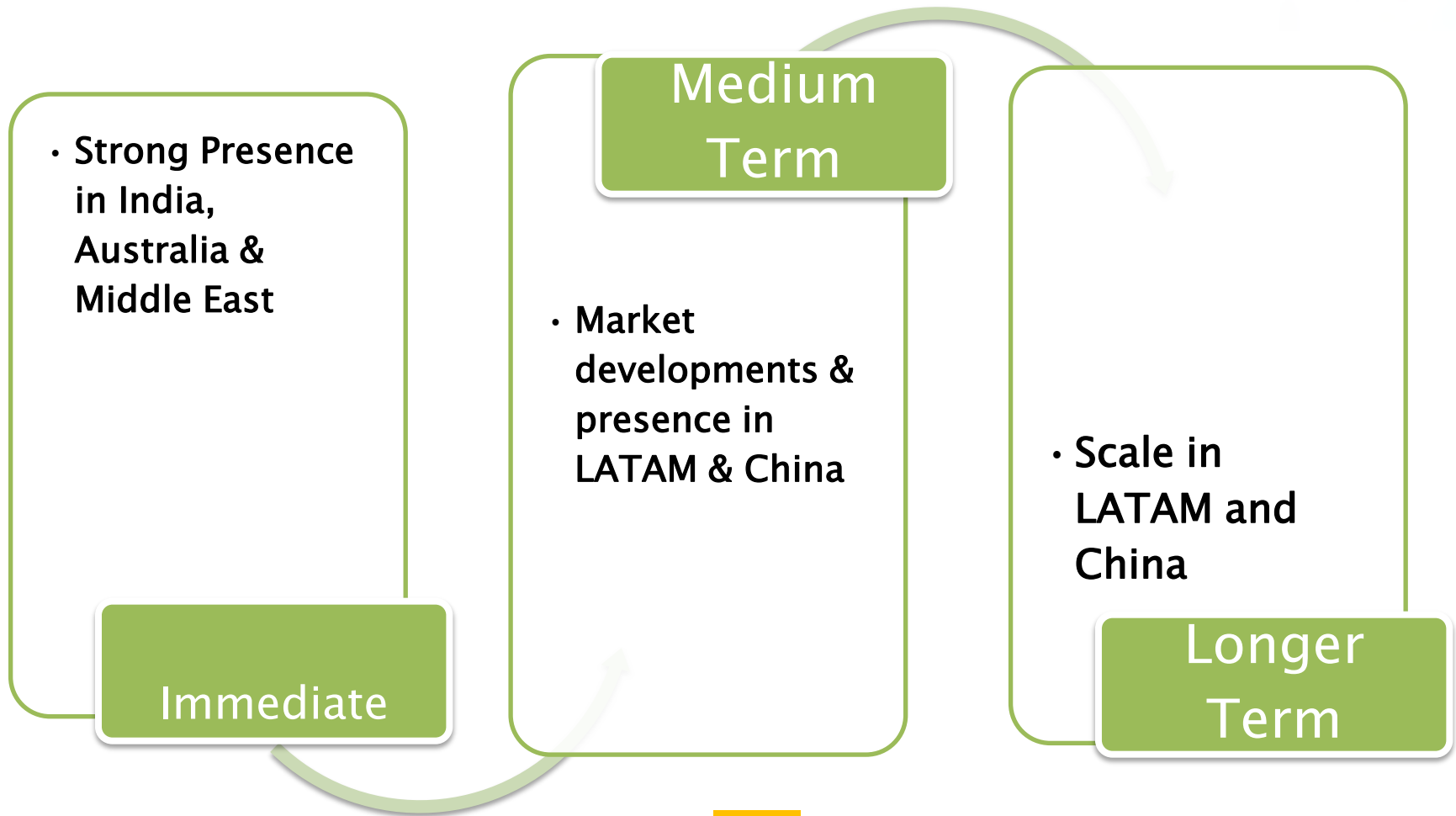
Investing in Technologies Enabling the 21st Century Corporation

4a) Globalization – Delivery & Workforce



Continue to globalize our markets, delivery centers, teams and leadership

4b) Globalization – Markets



Continue to invest to globalize our markets presence

⑤ 'String of Pearls' Inorganic Growth Strategy

Key Principles

- Enhancing domain & technology competence
- Expanding Service Line portfolio
- New geographies
- Filling Strategic Gaps

Key Transactions

Infocrossing

- Pan-US local Hosting capabilities with a Managed Services layer providing a significant competitive advantage in large TOS deals

CITOS

- Committed business from Citigroup of at least US\$500mill over 6 years
- Exclusivity of TIS services for Citigroup out of India & preferred Vendor status for ADM work delivered out of India

⑥ Driving Mega Alliances – Leveraging differentiated channels to deliver customer needs

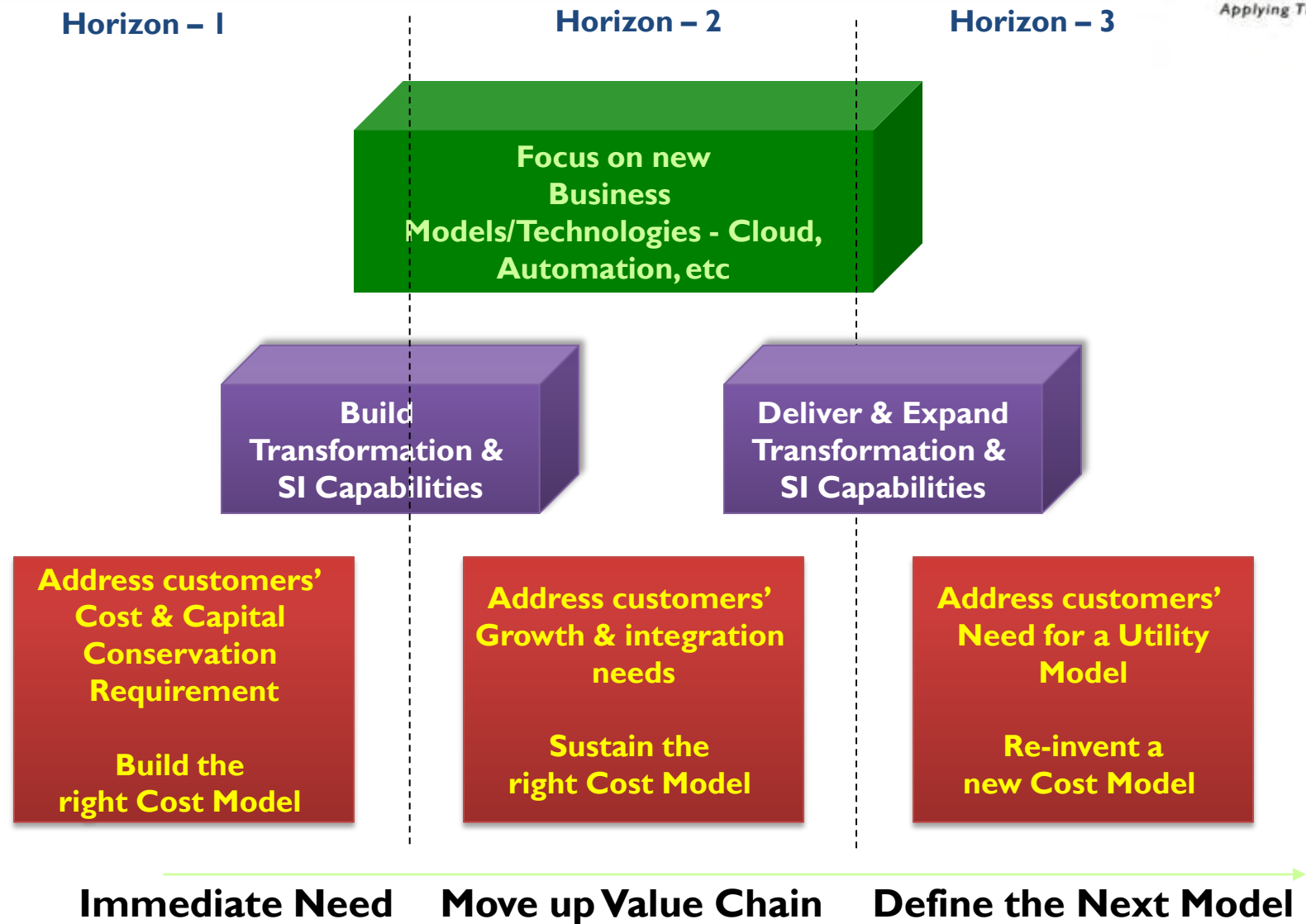


1. Enhanced customer value proposition
2. Improved customer penetration and global go-to-market
3. Co-innovation and Co-creation of Solutions
4. Emerging Market Focus
5. Synergistic Partnership ecosystem for the future – Sell To, Sell With, Co Innovate

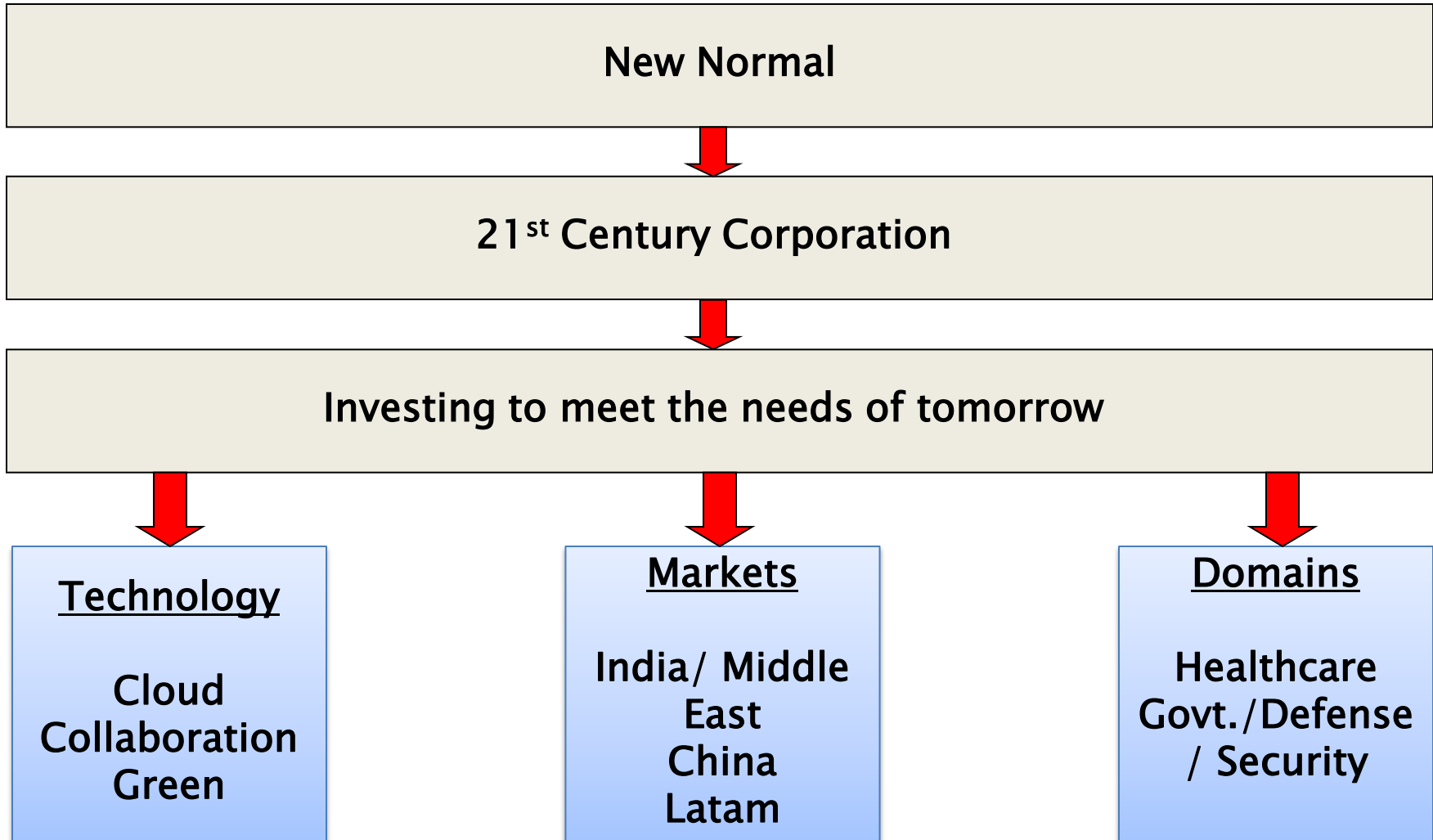


Mega-alliance strategy places Wipro in a unique position in the world of consolidating 'stacks'

Strategic Actions will cut across multiple horizons..



In Summary





WIPRO
Applying Thought

Thank You