



wipro

**Business Case Study
of
THE PROVIDENCE of AZIM PREMJI,
WIPRO**

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WIPRO Background

- 1000 Rs investment in 1980 would be worth 45.2 crore Rs.
- Renowned as Western India Vegetable Products Limited in earlier times.
- From food to consumer products, soaps, shoes, light bulbs, hydraulic systems.
- An IT giant of India in present days.
- 200000 employees, 110 countries, revenue of 8 billion dollar in 2020.

Outsourcing Market

- IBM left India in 1979, WIPRO showed great opportunity.
- After liberalization at China in 1979, hardware manufacturing was getting difficult so entered into the software development.
- Cost of human resource in computer industry in US started to increase rapidly.
- Outsourcing became important for American companies to survive in the market.

Emergence of Industry

- Every industry first originated in the home country.
- Accelerated growth.
- The cost of labour increased drastically.
- Decreasing their profit margin.
- Outsourcing becomes important.
- Whichever country makes the outsourcing possible, makes lot of money.
- Textile opportunity → Hong Kong. South Korea, Electronics → China

Global Delivery Model

- Project is divided into discrete processes.
- Executed by different teams all across the world.
- Project delivered by skilled labour force
- Cost effective.
- Shortest time.

Global Delivery Model



Prudence of Azim Premji

- When the market in America matured, liberalization happened in India, Azim Premji was able to establish a major chunk of its workforce in India.
- Indian IT revolution, generating 4.5 million jobs.

AZIM PREMJI



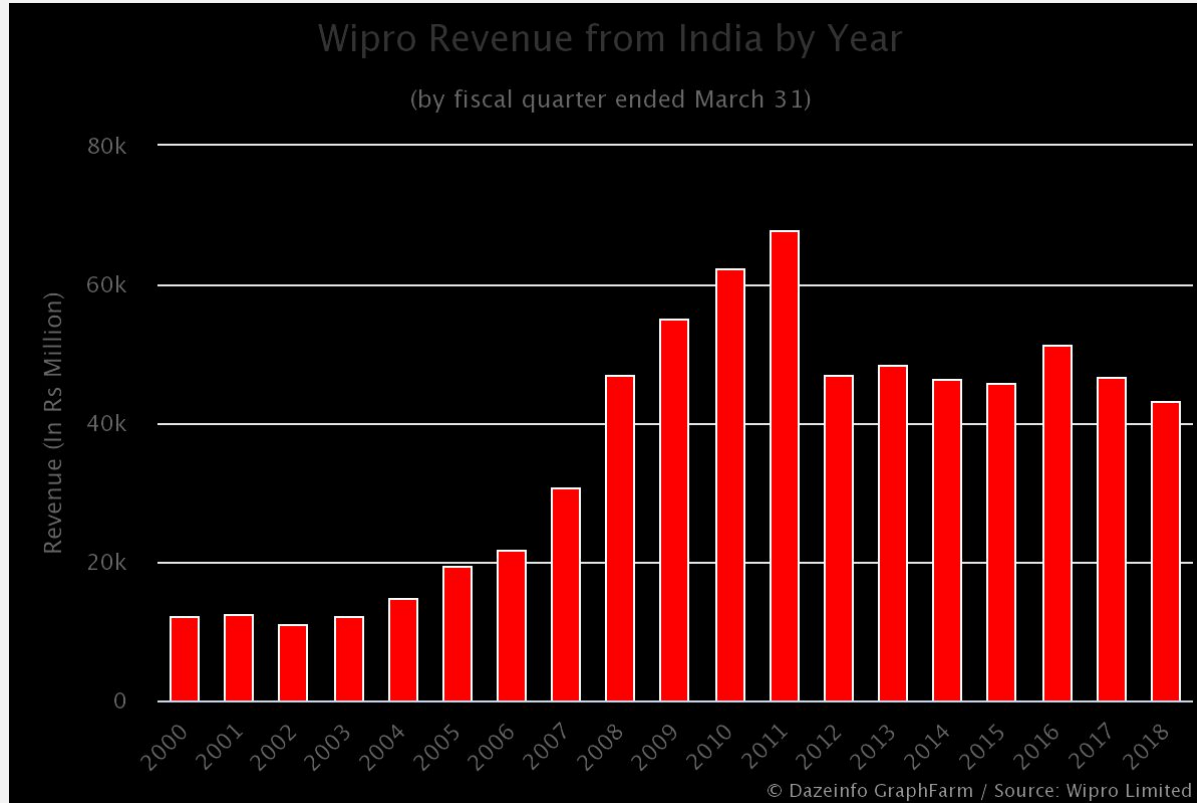
Indian IT Market

Graph 1. Market size of India's IT industry

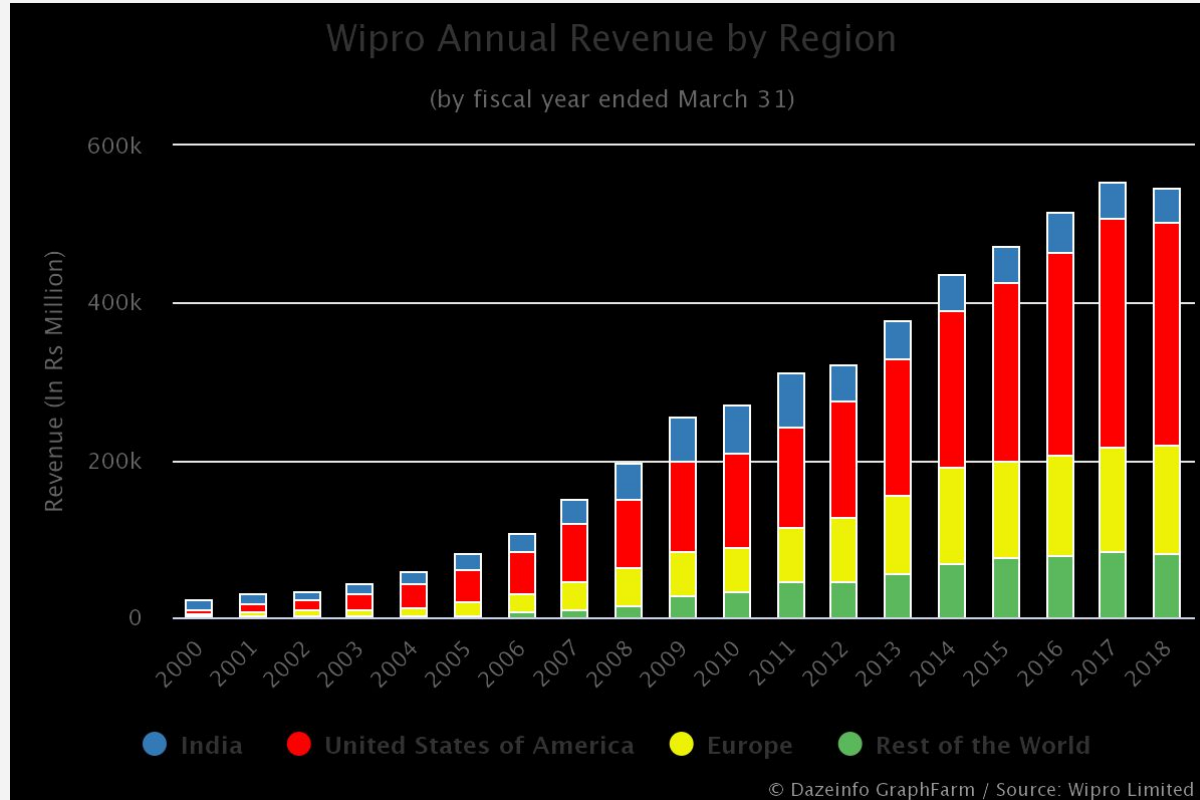


Data source: IBEF, Ministry of Commerce & Industry, Government of India

WIPRO IT Market Revenue (India)



WIPRO IT Market Revenue (Overall)



WIPRO IT Dashboard



WIPRO SWOT Analysis



Business Lessons

- As an entrepreneur in this fast paced hyper connected world, it's very important then you keep an eye on what exactly is happening in the global market.
- Study the impact of major global events on your industry.
- Whenever you spot a series of billion dollar companies coming up in one particular time, you are looking at a goldmine that very few people will be able to explore.