

Company – Executive Briefing

1. Executive Summary:

Wipro Limited is an Indian multinational technology, consulting, and business process services company based in Bengaluru, recognized as one of India's Big Six IT services firms. It provides a comprehensive range of digital transformation and technology solutions globally across 167 countries. The company reported a trailing twelve-month revenue of \$890.88B and holds a market capitalization of \$2800.28B.

2. Key Offerings & Business Segments:

Services: Information Technology (Applications, Digital Experiences, Engineering), Consulting, Business Process Services, Cloud Computing, Cybersecurity, Artificial Intelligence, Robotics, Data & Analytics, Sustainability.

Industries Served: Banking & Financial Services, Communications, Media & Information Services, Consumer Packaged Goods, Retail, Education, Public Sector, Travel & Hospitality, Energy, Manufacturing & Resources (Aerospace & Defense, Automotive, Oil & Gas), Hi-Tech (Consumer Electronics, Semiconductors), Healthcare, Life Sciences & Pharma, Medical Devices.

3. Strategic Direction & Initiatives:

Focus on delivering measurable outcomes through client collaboration, emphasizing execution beyond pure advisory.

Driving digital transformation with a focus on efficiency, "cutting waste," and achieving "more with less."

Leveraging advanced technologies like Generative AI to improve supply chain management.

Investing in innovation through the "Wipro Innovation Network" and "Wipro Ventures."

Commitment to Corporate Sustainability and promoting Inclusion and Belonging.

4. Market Positioning & Target Audience:

Wipro is positioned as a diversified global IT services and consulting leader, counted among India's largest firms. It targets large enterprises and public sector organizations across a wide range of industries in 167 countries, providing comprehensive solutions for complex digital and business transformation needs.