



**January 29, 2026**

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**

**M Sanaulla Khan**  
**Company Secretary**

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## **Wipro Launches a New Operating Model for Enterprise Functions, Combining Advisory, AI, and Enterprise Transformation Services**

*Creates a new end-to-end, consulting-led, AI-powered model for four core functions*

**BENGALURU, India | EAST BRUNSWICK, NJ – Jan. 29, 2026:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading AI-powered technology services and consulting company, today announced that it is launching a new operating model for serving enterprise functions, combining advisory, AI, and enterprise transformation services. The new, consulting-led, AI-powered operating model brings end-to-end accountability across four core functional areas: **People & Change; Supply Chain & Operations; Finance Transformation; and Sales, Marketing & Customer Experience (CX).**

This new model will enable Wipro to uniquely connect boardroom strategy to scaled operations—turning innovation into a continuous, closed loop system—and position Wipro as a leading partner for reimagining, designing, running, and continuously transforming core enterprise functions.

“Enterprises today are struggling to modernize operations amid outdated models and stalled transformation efforts, with AI hype that isn’t translating into results and consulting-to-execution journeys that remain fragmented and slow,” said **Amit Kumar, Managing Partner & Global Head of Consulting, Wipro Limited.** “By bringing our functional consulting expertise together with business process services, we are providing clients with a persona-based, end-to-end enterprise transformation strategy anchored in a functional context. This holistic strategy-to-execution journey allows clients to realize measurable value faster and generate real impact from AI initiatives.”

Wipro’s new integrated model redefines the traditional services model, with consulting as the upstream transformation engine. Leveraging the Wipro Intelligence™ suite of AI-powered solutions and platforms across the entire client engagement journey—from solutioning to delivery—the model will ensure that AI is applied systematically, not as fragmented pilots, and directly aligned to business outcomes.

At the start of the client journey, Wipro Consulting will play a defining role in shaping the clients’ transformation journey, working with CXOs to frame AI strategy, future state operating model, and outcome-based transformation.

At the solutioning stage, Wipro Consulting teams will build human-centric, AI-powered operating model designs, along with process re-engineering, and scenario modelling to ensure solutions are developed for execution, not just design.

Leveraging the Wipro Intelligence™ suite of AI-powered solutions, platforms and transformative solutions, Wipro BPS teams will then deliver AI-enabled intelligent automation, predictive insights, and continuous optimization across business operations. Through these AI-enabled operating models that continuously learn and improve, clients will be able to drive faster bottom-line impact, better economics, as well as sustained, scalable outcomes.

“Reimagining business processes in the age of AI is core to our clients’ enterprise business transformation strategy,” said **Jasjit Singh Kang, Managing Partner and Global Head of Business Process Services, Wipro Limited**. “AI-embedded operations, underpinned by deeply contextual solutions, are the future of the intelligence-driven enterprise. This new integrated model will help us deliver on our clients’ demands to build AI solutions designed around persona-based and function-specific processes so they can drive measurable outcomes and real bottom-line impact.”

### **About Wipro Limited**

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading AI-powered technology services and consulting company focused on building innovative solutions that address clients’ most complex digital transformation needs. Leveraging our consulting-led approach and the Wipro Intelligence™ unified suite of AI-powered platforms, solutions and transformative offerings, we help clients realize their boldest ambitions to build intelligent and sustainable businesses. The Wipro Innovation Network—part of the Wipro Intelligence™ suite—underpins our commitment to client-centric co-innovation and co-creation by bringing together capabilities from the innovation labs and partner labs, academia, and global tech communities. With over 230,000 employees and business partners across 65 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.