



June 16, 2022

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

G Kothandaraman
General Manager- Finance

Registered Office:

Wipro Limited	T : +91 (80) 2844 0011
Doddakannelli	F : +91 (80) 2844 0054
Sarjapur Road	E : info@wipro.com
Bengaluru 560 035	W : wipro.com
India	C : L32102KA1945PLC020800





Eros Investments Partners with Wipro to Scale AI & ML Powered Content Localization Solution for Global Media & Entertainment Industry

Accurate automated translation solution will accelerate subtitling and dubbing of films and television series to extend global reach

NEW YORK | BANGALORE, India – June 16, 2022: [Eros Investments](#), a leading Global Media, Entertainment & Technology portfolio of ventures - [Eros Media World](#), [Eros Now](#), [Xfinite's Mzaalo](#) and others, today announced that it has signed an alliance agreement with Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading technology services and consulting company, to evolve and scale the Artificial Intelligence (AI) and Machine Learning (ML) based content localization solution. The solution will automate the time-consuming manual content localization process of subtitling and dubbing with near human-level accuracy, driving significant cost and time savings for global media organizations, post-production, and direct-to-consumer over-the-top (OTT) streaming platforms.

Eros Investments' data science experts, in collaboration with Wipro's technology team, will leverage latter's Vantage solution, an AI/ML-powered content intelligence platform which uses Google Cloud's Translation AI suite of services to develop both 'Speech to Text models' and 'computer-generated voice from Text to speech', including voice cloning, emotion tagging, and speed syncing in various languages. The first phase of automated translation (Subtitling) will be available in multiple languages, including English, French, Spanish, Arabic, Mandarin, Malay, Bahasa, Tamil, Telugu, Hindi, and Bengali. The 'use cases' will be useful in training models to develop the solution in other languages later. Wipro's Vantage helps extract intelligence/metadata from various forms of content, video, audio, images, printed text and more.

Eros Investments and Wipro's joint content localization service will be available to media and entertainment companies in two deployment models: platform-as-a-service and private cloud deployment.

"Organizations across the media and entertainment space are increasingly seeking out solutions that enable language translation with accuracy and at scale," said **Victor Morales, Managing Director, Global Systems Integrator Partnerships, Google Cloud**. "Wipro and Eros Investments' content localization service, combined with Google Cloud's machine learning capabilities, will provide customers the functionality they need to deliver audiences everywhere exceptional viewing experiences".

"In a world where content is taking precedence and crossing the cultural and language barrier, subtitles and dubbing have become a critical component of the video viewing experience. It is



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well known that 'good subtitles can't save a bad film, but bad subtitles can ruin a good one,' which is one of the reasons why we are co-investing with Wipro in a robust and automated translation solution. As global content reach grows, accelerated and accurate localization will be key in making premium original and catalog programming available to new global subscribers and audiences," said **Swaneet Singh, Director, Eros Investments**.

"With the ability to scale easily based on client needs, our AI translation solution is ideal for media companies looking to expand their global audience footprint. In addition to improving the accuracy of translated content, our offering will reduce the manual effort involved in translation, bringing down costs and time to market significantly. Improving the ability of viewers worldwide to access and enjoy content from other markets will help increase overall global viewing and OTT platform growth and we are very proud to support this effort," said **Malay Joshi, Senior Vice President & Sector Head, Communications, Media and Information Tech, Wipro Limited**.

Wipro is dedicated to continuing to collaborate with other leading technology firms to develop user-centric cloud solutions that strengthen global ties.

About Eros Investments

[Eros Investments](#) is a venture with assets in media, sports, blockchain, digital commerce and gaming. Its portfolio companies include [Eros Media World](#), [Eros Now](#), [Xfinite's Mzaalo](#), EXR, and [Eros Innovations](#). Disruption is at the heart of Eros Investments, and its core culture is deeply rooted in next-generation intellectual properties with technology as the driving force. Its blockchain, sports, and entertainment ventures have been game changers with a solid first mover advantage. Eros Investments is a future-ready organization committed to developing the Web 3.0 ecosystem with a mission to make the world of entertainment better through innovation and diversity.

About Wipro Limited

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs. Leveraging our holistic portfolio of capabilities in consulting, design, engineering, and operations, we help clients realize their boldest ambitions and build future-ready, sustainable businesses. With over 240,000 employees and business partners across 66 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

Media Contact:

Ayan Dutta for Eros Investments BCW/Genesis PR Mobile: +91 9930929699 Ayan.dutta@genesis-bcw.com	Purnima Burman Wipro Limited purnima.burman@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. 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.