



November 11, 2021

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

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Wipro Launches an Automotive E-commerce Cloud Solution for Direct-to-Consumer Marketplaces to Launch and Grow Quickly

The Click-Shift-Drive solution, part of Wipro FullStride Cloud Services, allows automakers and dealers to meet market demands for online shopping, research, loan approval and delivery

New York, NY, USA and Bangalore, India – November 11, 2021: Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global Information technology, consulting, and business process services company, today unveiled Click-Shift-Drive, a contactless car-buying solution that addresses the complete automobile-buying journey. Scalable, flexible and rapidly deployed, the end-to-end solution enables automakers and dealers to offer everything from research and loan approval to purchase and delivery at a time when [50% of car-buying journeys begin online](#).

Wipro's Click-Shift-Drive empowers automakers and dealers to quickly adapt to the digital-first demands of the Millennial and Gen Z consumers taking over the car-buying market. With Click-Shift-Drive, automakers and dealers can launch e-commerce solutions and provide a virtual direct-buying experience in just eight weeks. Click-Shift-Drive uniquely incorporates a range of Salesforce technologies so companies can provide an enhanced user experience throughout the customer journey. In addition, Wipro partnered with ThreeKit 3D & Augmented Reality to provide an augmented reality component so buyers can visualize a virtual rendering of the automobile in their own driveway.

["Research shows](#) 59% of automotive customers are interested in buying cars entirely online. Click-Shift-Drive, part of Wipro's \$1 billion investment in cloud over 3 years, empowers manufacturers and dealers to meet that demand by launching online marketplaces faster and with more features than ever before. As e-commerce gains prominence, Click-Shift-Drive is ideally suited to help industry leaders deliver an enhanced customer and purchasing experience," said **Hari Raja, Global Salesforce Practice Head, Wipro Limited**.

"The automotive industry has embraced pandemic-driven digital transformation, accelerating it to ensure customers get the best they want. As the Salesforce platform has evolved to provide a 360-degree customer view, augmenting it with mixed reality solutions to drive a next-generation experience that addresses the entire spectrum from buying intent to final car delivery will be critical. With its expanded offering, Wipro is aiming to help automotive enterprises in this next-gen Salesforce-led customer experience journey," said **Yugal Joshi, Partner and Head of Enterprise Applications Research, Everest Group**.

"Building relationships and knowing your customer is key to the success of any commerce business," said **Lidiane Jones, Executive Vice President & General Manager, Salesforce**

Commerce Cloud. "For many customers, this requires a suite of integrations made possible by our partners. With Wipro's Click-Shift-Drive and Commerce Cloud, companies will be able to take customers beyond traditional product catalogues and lead management in the car buying journey to a highly customizable commerce engine."

More information about Wipro's Click-Shift-Drive solution is available at [this link](#).

Salesforce, Commerce Cloud and others are among the trademarks of salesforce.com, Inc.

About Wipro Limited

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 220,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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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. The conditions caused by the COVID-19 pandemic could decrease technology spending, adversely affect demand for our products, affect the rate of customer spending and could adversely affect our customers' ability or willingness to purchase our offerings, delay prospective customers' purchasing decisions, adversely impact our ability to provide on-site consulting services and our inability to deliver our customers or delay the provisioning of our offerings, all of which could adversely affect our future sales, operating results and overall financial performance. Our operations may also be negatively affected by a range of external factors related to the COVID-19 pandemic that are not within our control. 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.