

**A REPORT
ON
“ENTERPRISE ANALYSIS AND DESK RESEARCH
CASE STUDY ON WIPRO”**

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History of wipro

The company was incorporated on 29 December 1945 in Alamner, India, by Mohamed Premji as "Western India Products", later abbreviated to "Wipro". It was initially set up as a manufacturer of vegetable and refined oils in Alamner, Maharashtra, British India, under the trade names of Kisan, Sunflower, and Camel.

In 1966, after Mohamed Premji's death, his son Azim Premji took over Wipro as its chairman at the age of 21.

During the 1970s and 1975 the company shifted its focus to new opportunities in the IT and computing industry, which was at a nascent stage in India at the time. On 7 June 1977, the name of the company changed from Western India Vegetable Products Limited, to Wipro Products Limited. In 1982, the name was changed again, from Wipro Products Limited to Wipro Limited. Wipro continued to expand in the consumer products domain with the launch of "Ralak" a Tulsi based family soap and "Wipro Jasmine", a toilet soap.

Promoters

Wipro promoter Azim Premji and promoter companies tendered 22,89,04,785 shares worth ₹9,156 crore during a buy-back programme, said the IT firm in a filing. Azim Premji Trust tendered 19.87 crore shares, Hasham Traders tendered 1 crore shares and Azim Premji Philanthropic Initiatives tendered 51.82 lakh shares.19-Jan-2021

Vision statement

Contribute for global e-society, where a wide range of information is being exchanged beyond time and space over global networks, which breaks down the boundaries among countries, regions and cultures, allowing individuals to take part in various social activities in an impartial, secure way. Continuous effort to enhance people's lifestyle and quality by means of developing new technology in wireless communication.

Mission statement

The Spirit of Wipro is the core of Wipro. These are our Values. It is about who we are. It is our character. It is reflected consistently in all our behaviour. The Spirit is deeply rooted in the unchanging essence of Wipro.

Profiles of the company

Thierry Delaporte (CEO & MD)

- Thierry Delaporte is Chief Executive Officer and Managing Director of Wipro Limited, a \$10 Billion global information technology, consulting and business process services company, with 220,000 employees in six continents.
- With 27 years of experience in the IT services industry, Thierry brings strategic insight to Wipro's leadership team, and deep operational knowledge of driving business growth, furthering partnerships, and leading cross-cultural teams.

Board of Directors

| | |
|---------------------------|--|
| Mr. Rishad A Premji | Executive Director-Chairperson related to Promoter |
| Mr. Azim H Premji | Non-Executive - Non Independent Director |
| Jatin Pravinchandra Dalal | Chief Financial Officer |
| Mr. Thierry Delaporte | Executive Director-CEO-MD |
| Mrs. Tulsi Naidu | Non-Executive - Independent Director |
| Deepak Acharya | Senior Vice President & General Council |
| Mr. William A Owens | Non-Executive - Independent Director |
| Mr. Patrick Dupuis | Non-Executive - Independent Director |
| Mr. Patrick J Ennis | Non-Executive - Independent Director |
| M Sanulla Khan | Company Secretary & Compliance Officer |

Recent Mergers And Acquisitions

Appirio is one of the best Wipro acquisitions, as it was acquired in 2016 as a part of their \$500 million deal along with Top coder.

Top coder became one of the Wipro subsidiaries when the company was acquired by Wipro in 2016 along with Appirio which were a part of their \$500 million deal.

Opus offers various services like Residential mortgage, commercial mortgage, Compliances services, servicing reviews and advisory services which extends the Wipro company products list.

Yardley of London is a British personal care brand that was acquired by Wipro in 2009 and is one of the unique Wipro subsidiaries.

Wipro GE Medical Systems is a joint venture between GE Healthcare South Asia and Wipro in 1990 and is currently one of the top Wipro companies in India.

Organization

Organization Structure-

Wipro is said to follow a post bureaucratic organizational structure, with an open, informal work culture and flexible management practices. But in reality, they follow a subtle form of bureaucracy through coercion in the name of customer-centricity and team-work.

Current Headquarters

Wipro has office across 160 locations around 46 countries worldwide and it's headquarter is located in Bangalore, India. It has 197 corporate offices in world.

Manufacturing units in India and worldwide

India:

Pondicherry Plant, Hindupur, Andhra Pradesh, Tumakuru, Karnataka, Aurangabad, Maharashtra, Guduvanchery, Tamil Nadu, Mysuru, Karnataka, Ahmedabad, Gujrat.

Worldwide:

Philippines, Vietnam, China, South Africa German Town, USA, Stockholm, Sweden, Kualalumpur, Malayasia, Manila.

Certifications of Wipro

Wipro's data centres are certified with ISO 27001, ISO 9001, OHSAS:18001 and ISO 14001 and are designed as per green Data Centre guidelines.

MARKETS

Major Customers:

Adobe, Thing Worx, Amazon Web Services, Cisco, DataStax, Industrial Internet Consortium, Microsoft.

Products & Product Lines

The Indian household business is led by our flagship brand Santoor, one of the leading toilet soap brands in India. Our other key brands include Yardley, Enchanteur, Hygienix, Chandrika (Ayurvedic bathing products), Glucovita (Energy drink and Tablet), Safewash (Liquid detergent), Softouch (Fabric conditioner), Giffy (Dish wash liquid), Maxkleen (Floor Cleaners and Surface Sanitizers), Wipro Garnet (LED Lights) and Aramusk (Male Grooming).

Major brands

Hygienix, Safewash, Gifty, Soft touch, Max Kleen, Bio Essence, Chandrika, Santoor, Yardley, Vitress, Glucovita, Sweet and Healthy, Wipro Furniture, Wipro Lightening

Tagline

In 2017 Wipro Launched New Logo for new brand identity and rearticulated "**Spirit of Wipro**" to underscore wipro's commitment to transformation & evolving client expectation.

Current Talent Needs

They are in more need of IT Resource Person. Every year they conduct an National Talent Hunt Programme. Elite National Talent Hunt 2.0 (NTH) is our fresher's hiring program to attract the best of 2022 engineering graduates across the country. The company is enabling equal employment opportunities for India's deserving engineering talent.

Technological Development

Artificial Intelligence (AI) has been around for quite some time, and for much of that time its disruptive potential has been widely discussed, but narrowly implemented. However, with the emergence of Cloud, Big Data technologies, and low-cost compute, AI has found widespread acceptance in enterprises. Where AI was once a curiosity, it is now regarded a critical component to any enterprise strategy.

Big Data analytics and IoT information can redefine the in-store customer experience. Technologies such as Object Detection, IoT, Augmented Reality and Haptic Feedback can be combined to create immersive learning/training/experience environments.

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- Computer Vision + Machine Learning + 5G + Cloud - Traffic monitoring and control in a smart city
 - Augmented Reality + Virtual Reality - Entertainment, education and work
 - 5G + Autonomous Vehicles + Computer Vision - Real time route optimization and last mile travel and delivery
 - Blockchain + Smart Contract + AI – Distributed systems that can enforce laws and implement services, the next generation of 'public utilities'.

Market capitalization of Wipro (WIT)

Market cap: \$40.93 Billion

As of February 2022 Wipro has a market cap of \$40.93 Billion. This makes Wipro the world's 472th most valuable company by market cap according to our data. The market capitalization, commonly called market cap, is the total market value of a publicly traded company's outstanding shares and is commonly used to measure how much a company is worth.

Financial report

Wipro

[Previous Years »](#)

| Standalone Balance Sheet | ----- in Rs. Cr. ----- | | | | |
|-----------------------------------|------------------------|------------------|------------------|------------------|------------------|
| | Mar 21 | Mar 20 | Mar 19 | Mar 18 | Mar 17 |
| | 12 mths | 12 mths | 12 mths | 12 mths | 12 mths |
| EQUITIES AND LIABILITIES | | | | | |
| SHAREHOLDER'S FUNDS | | | | | |
| Equity Share Capital | 1,095.80 | 1,142.70 | 1,206.80 | 904.80 | 486.10 |
| Total Share Capital | 1,095.80 | 1,142.70 | 1,206.80 | 904.80 | 486.10 |
| Reserves and Surplus | 44,145.80 | 45,311.00 | 48,185.20 | 41,357.80 | 46,219.50 |
| Total Reserves and Surplus | 44,145.80 | 45,311.00 | 48,185.20 | 41,357.80 | 46,219.50 |
| Total Shareholders Funds | 45,241.60 | 46,453.70 | 49,392.00 | 42,262.60 | 46,705.60 |
| NON-CURRENT LIABILITIES | | | | | |
| Long Term Borrowings | 14.10 | 25.10 | 22.00 | 72.40 | 1,146.30 |
| Deferred Tax Liabilities [Net] | 130.50 | 0.00 | 10.40 | 46.30 | 139.10 |
| Other Long Term Liabilities | 2,129.20 | 2,170.50 | 1,309.50 | 1,085.30 | 952.70 |

| | | | | | |
|--------------------------------------|------------------|------------------|------------------|------------------|------------------|
| Long Term Provisions | 88.50 | 213.30 | 119.60 | 168.80 | 373.30 |
| Total Non-Current Liabilities | 2,362.30 | 2,408.90 | 1,461.50 | 1,372.80 | 2,611.40 |
| CURRENT LIABILITIES | | | | | |
| Short Term Borrowings | 5,791.20 | 5,001.90 | 5,052.20 | 4,647.70 | 5,018.60 |
| Trade Payables | 4,348.50 | 4,542.60 | 4,765.50 | 4,176.20 | 3,818.60 |
| Other Current Liabilities | 6,705.30 | 5,769.10 | 5,397.90 | 5,418.60 | 4,375.80 |
| Short Term Provisions | 1,287.40 | 1,130.20 | 929.00 | 793.40 | 626.90 |
| Total Current Liabilities | 18,132.40 | 16,443.80 | 16,144.60 | 15,035.90 | 13,839.90 |
| Total Capital And Liabilities | 65,736.30 | 65,306.40 | 66,998.10 | 58,671.30 | 63,156.90 |
| ASSETS | | | | | |
| NON-CURRENT ASSETS | | | | | |
| Tangible Assets | 6,578.70 | 5,863.30 | 3,874.20 | 3,802.60 | 3,755.50 |
| Intangible Assets | 709.40 | 776.10 | 526.80 | 564.40 | 606.70 |
| Capital Work-In-Progress | 1,848.00 | 1,873.50 | 2,112.70 | 1,290.60 | 694.10 |
| Fixed Assets | 9,136.10 | 8,512.90 | 6,513.70 | 5,657.60 | 5,056.30 |
| Non-Current Investments | 8,206.70 | 7,735.00 | 8,250.30 | 5,841.60 | 5,999.40 |
| Deferred Tax Assets [Net] | 47.40 | 433.30 | 391.00 | 452.00 | 235.20 |
| Other Non-Current Assets | 2,966.60 | 2,911.90 | 4,112.70 | 3,752.80 | 3,138.90 |
| Total Non-Current Assets | 20,356.80 | 19,593.10 | 19,267.70 | 15,704.00 | 14,429.80 |
| CURRENT ASSETS | | | | | |
| Current Investments | 17,495.20 | 18,963.50 | 21,998.80 | 24,841.20 | 29,146.70 |
| Inventories | 91.00 | 174.10 | 340.30 | 294.30 | 355.90 |
| Trade Receivables | 8,046.20 | 9,257.00 | 10,648.60 | 9,502.00 | 8,129.90 |
| Cash And Cash Equivalents | 9,783.20 | 10,444.00 | 10,390.20 | 2,322.00 | 3,516.60 |
| Short Term Loans And Advances | 4,201.50 | 947.20 | 0.00 | 0.00 | 191.70 |
| OtherCurrentAssets | 5,762.40 | 5,927.50 | 4,352.50 | 6,007.80 | 7,386.30 |
| Total Current Assets | 45,379.50 | 45,713.30 | 47,730.40 | 42,922.20 | 48,727.10 |
| Total Assets | 65,736.30 | 65,306.40 | 66,998.10 | 58,671.30 | 63,156.90 |

| OTHER ADDITIONAL INFORMATION | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|
| CONTINGENT LIABILITIES, COMMITMENTS | | | | | |
| Contingent Liabilities | 1,999.00 | 2,693.50 | 2,618.90 | 16,696.10 | 15,729.00 |
| CIF VALUE OF IMPORTS | | | | | |
| EXPENDITURE IN FOREIGN EXCHANGE | | | | | |
| Expenditure In Foreign Currency | 21,329.50 | 22,949.10 | 23,036.20 | 20,783.10 | 21,291.00 |
| REMITTANCES IN FOREIGN CURRENCIES FOR DIVIDENDS | | | | | |
| Dividend Remittance In Foreign Currency | - | - | - | - | - |
| EARNINGS IN FOREIGN EXCHANGE | | | | | |
| FOB Value Of Goods | - | - | - | 39,180.70 | 40,400.00 |
| Other Earnings | 46,344.70 | 46,079.40 | 44,458.40 | - | - |
| BONUS DETAILS | | | | | |
| Bonus Equity Share Capital | 1,094.34 | 1,141.18 | 1,205.19 | 885.67 | 475.82 |
| NON-CURRENT INVESTMENTS | | | | | |
| Non-Current Investments Quoted Market Value | - | - | - | - | - |
| Non-Current Investments Unquoted Book Value | 8,206.70 | 7,735.00 | 8,250.30 | 5,841.60 | 5,999.40 |
| CURRENT INVESTMENTS | | | | | |
| Current Investments Quoted Market Value | 13,138.20 | 13,546.10 | 14,201.80 | 15,289.10 | 10,467.50 |
| Current Investments Unquoted Book Value | 4,357.00 | 5,417.40 | 7,797.00 | 9,552.10 | 18,679.20 |

Award and Achievements

Jatin Dalal named CFO of the Year at the 2021 CFO Excellence Awards by the Confederation of Indian Industry.

Wipro Holmes wins the prestigious NASSCOM ‘AI Innovator’ recognition at AI Gamechangers awards 2021.

Wipro ER&D awarded as “ER&D Organization of the Year” by NASSCOM at Engineering Innovation and Excellence awards, 2021.

Wipro's Intellectual Property Portfolio Recognized with National IP Award and WIPO Enterprise IP Trophy.

Wipro named as a 2017 World's Most Ethical Companies by the Ethisphere Institute for the 6th successive year.

Conclusion

Wipro is undoubtedly the leading company in IT technology and has grown immensely over the last few years. They have a huge presence on all social media platforms which helps them create strong brand awareness in the market. They have variety of products in different segmentation according to the preferences of the customers. The company gives importance to its customers and employees to ensure better services and quality products. The overall growth & development of wipro clearly states the market value & healthy financial growth of the company with a good profit margin.

By this report we learned that it important to focus on each and every area of busines to build the best strategies and to sustain in the market as a growing company for a long period of time.

