2.1 SECTOR PROFILE: INFORMATION TECHNOLOGY (IT)

Information technology (IT) industry in India has played a key role in putting India on the global map. IT industry in India has been one of the most significant growth contributors for the Indian economy. The industry has played a significant role in transforming India’s image from a slow moving bureaucratic economy to a land of innovative entrepreneurs and a global player in providing world class technology solutions and business services. The industry has helped India to transform from a rural and agriculture-based economy to a knowledge based economy.

Information Technology has made possible information access at gigabit speeds. It has made tremendous impact on the lives of millions of people who are poor, marginalized and living in rural and far flung topographies. Internet has made revolutionary changes with possibilities of e-government measures like e-health, e-education, e-agriculture, etc. Today, whether its filing Income Tax returns or applying for passports online or railway e-ticketing, it just need few clicks of the mouse. India’s IT potential is on a steady march towards global competitiveness, improving defense capabilities and meeting up energy and environmental challenges amongst others.

IT-ITeS sector in India, with the main focus on increasing technology adoption, and developing new delivery platforms, has aggregated revenues of USD 88.1 billion in FY2011, while generating direct employment for over 2.5 million people. Out of 88.1 billion, export revenues (including Hardware) has reached USD 59.4 billion in FY2011 while domestic revenues (including Hardware) of about USD 28.8 billion.
2.1.1 GOVERNMENT INITIATIVES

After the economic reforms of 1991-92, major fiscal incentives provided by the Government of India and the State Governments, like, liberalization of external trade, elimination of duties on imports of information technology products, relaxation of controls on both inward and outward investments and foreign exchange, setting up of Export Oriented Units (EOU), Software Technology Parks (STP), and Special Economic Zones (SEZ), has enabled India to flourish and acquire a dominant position in world’s IT scenario.

In order to alleviate and to promote Indian IT industry, the Government of India had set up a National Task Force on IT and Software Development to examine the feasibility of strengthening the industry. Venture capital has been the main source of finance for software industry around the world. In line with the international practices, norms for the operations of venture capital funds have also been liberalized to boost the industry. The Government of India is also actively providing fiscal incentives and liberalizing norms for FDI and raising capital abroad.

2.1.2 FINANCIAL ASSISTANCE

While the underlying theme of 2010 was that of steady recovery from recession, thanks to the accelerated recovery in emerging markets, worldwide spending in IT products and services increased significantly in 2011. In 2011, India’s growth has reflected new demand for IT goods and services, with a major surge in the use of private and public cloud and mobile computing on a variety of devices and through a range of new software applications.
High inflow of FDI in the IT sector is expected to continue in coming years. The inflow of huge volumes of FDI in the IT industry of India has not only boosted the industry but the entire Indian economy in recent years. Foreign direct investment (FDI) inflow rose by more than 100 per cent to US$ 4.66 billion in May 2011, up from US$ 2.21 billion a year ago, according to the latest data released by the Department of Industrial Policy and Promotion (DIPP). This is the highest monthly inflow in 39 months.

Foreign technology induction is also encouraged both through FDI and through foreign technology collaboration agreements. India welcomes investors in Information Technology sector. Greater transparency in policies and procedures has made India an investor friendly platform. A foreign company can hold equity in Indian company’s up to 100%.

2.1.3 RESEARCH & DEVELOPMENT

To support Research & development in the country and promoting Start ups focused on technology and innovation, a weighted deduction of 150% of expenditure incurred on in-house R&D is introduced under the Income Tax Act. In addition to the existing scheme for funding various R&D projects have been funded through new schemes like Support International Patent Protection in Electronics & IT (SIP-EIT), Multiplier Grants Scheme (MGS) etc,

The Government has initiated the setting up of an Open Technology Center through NIC aimed at giving effective direction to the country on Open Technology in the areas of Open Source Solutions (OSS), Open Standard, Open Processes, Open Hardware specifications and Open Course-ware. This initiative will act as a National Knowledge facility providing synergy to the overall components of Open Technology globally.
2.1.4 REGULATIONS

After the economic reforms of 1991-92, liberalization of external trade, elimination of duties on imports of information technology products, relaxation of controls on both inward and outward investments and foreign exchange and the fiscal measures taken by the Government of India and the individual State Governments specifically for IT and ITES have been major contributory factors for the sector to flourish in India and for the country to be able to acquire dominant position in offshore services in the world. The major fiscal incentives provided by the Government of India have been for the Export Oriented Units (EOU), Software Technology Parks (STP), and Special Economic Zones (SEZ).

2.1.5 CHALLENGES

Cyber security and quality management are few key areas of concern in today’s information age. To overcome such concerns in today’s global IT scenario, an increasing number of ITBPO companies in India have gradually started to emphasize on quality to adopt global standards such as ISO 9001 (for Quality Management) and ISO 27000 (for Information Security). Today, centers based in India account for the largest number of quality certifications achieved by any single country.

India aims to transform India into a truly developed and empowered society by 2020. However, to achieve this growth, the sector has to continue to re-invent itself and strive for that extra mile, through new business models, global delivery, partnerships and transformation. A collaborative effort from all stakeholders will be needed to ensure future growth of India’s IT-ITeS sector.

India is now one of the biggest IT capitals in the modern world and has presence of all the major players in the world IT sector. HCL, Wipro, Infosys and TCS are few of the household names of IT companies in India.
2.1.6 FUTURE PROSPECTS

Globalization has had a profound impact in shaping the Indian Information Technology industry. Over the years, verticals like manufacturing, telecom, insurance, banking, finance and lately the retail, have been the growth drivers for this sector. But it is very fast getting clear that the future growth of IT and IT enabled services will be fuelled by the verticals of climate change, mobile applications, healthcare, energy efficiency and sustainable energy. The near future of Indian IT industry sees a significant rise in share of technology spend as more and more service providers both Indian and global target new segments and provide low cost, flexible solutions to customers.

By 2015, IT sector is expected to generate revenues of USD 130 billion (NASSCOM) which will create a transformational impact on the overall economy. IT spending is expected to significantly increase in verticals like automotive and healthcare while the government, with its focus on e-governance, will continue to be a major spender.

However, to achieve this growth, the sector has to continue to re-invent itself and strive for that extra mile, through new business models, global delivery, partnerships and transformation. A collaborative effort from all stakeholders will be needed to ensure future growth of India’s IT-ITeS sector. We will need to rise up to the new challenges and put in dedicated efforts toward providing more and more of end-to-end solutions to the clients to keep the momentum going.
2.2 TATA CONSULTANCY SERVICES (TCS)

Established in 1968, Tata Consultancy Services a member of the Tata Group has grown to its current position as the largest IT services firm in Asia based on its record of outstanding service, collaborative partnerships, innovation and corporate responsibility. It was founded by Jamsetji Tata in 1848 and it is one of India’s most respected institutions today. Their mission reflects the Tata Group’s longstanding commitment to providing excellence. To help customers achieve their business objectives by providing innovative, best-in-class consulting, IT solutions and services, and to actively engage all stakeholders in a productive, collaborative, and mutually beneficial relationship.

TCS' ability to deliver high-quality services and solutions is unmatched. They are the world’s first organization to achieve an enterprise-wide Maturity Level 5 on both CMMI and P-CMM, using the most rigorous assessment methodology - SCAMPISM. Additionally, TCS Integrated Quality Management System (iQMS) integrates process, people and technology maturity through various established frameworks and practices including IEEE, ISO 9001:2000, and CMMI, SW-CMM, P-CMM and 6-Sigma.

It is largest IT employer in India, having total manpower strength of 1, 21,610 employees. It provides services to wide range of segment like banking & financial services, energy, resources & utilities, government, telecom, media & information services, etc.TCS acquired Citigroup Global Services (CGSL), India based BPO for $505 million. The acquisition broadened TCS portfolio of end-to-end IT and BPO services in the global Banking and Financial Services (BFS) sector. TCS enhanced scale and expertise will be providing service improvements to Citi and Citi customers. CGSL has more than 12,000 employees located in India and expected to generate revenues of approximately $278 million in 2008.
Tata Consultancy Services delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services delivered through its unique Global Network Delivery Model, recognized as the benchmark of excellence in software development. TCS has over 143,000 of the world's best trained IT consultants in 42 countries. Revenue of $6.0 billion (fiscal year ending 31 March, 2009).

2.2.1 PRODUCTS AND SERVICES OFFERED BY THE COMPANY:

Technology Products

- Exegenix Intelligent Document Conversion Solutions
- SupportCentral - Business Social Productivity Platform
- TCS Digital Certification Services / Public Key Infrastructure (PKI) Suite
- TCS Tax Mantra Integrated Tax Solution
- TCS Data Cleansing Framework
- TCS Business Rules Engine
- TCS Experience Based KM (Knowledge Management)
- TCS Call Management Solution
- TCS Certificate Validation Server
- TCS File Authentication Solution
- TCS eLearning Effectiveness Measurement Solution
- TCS Code Generator Framework
- TCS Saakshi (Time Stamping Solution)
- TCS Form Authentication Solution
- TCS eVOLv Multimedia Authoring Solution
- TCS Direct Metal Deposition CAM
- TCS Stand Alone Post Processor
- TCS WebFACTORe (Web-enabled Plant Maintenance Management Tool)
- TCS Enterprise Integration and Control Environment
- TCS SmartBox (Next Generation Industrial Controller Development Framework)
• TCS Sevak - Self Service Terminals
• TCS Rapid Sigma (Six Sigma Solution for Continuous Improvement)
• TCS Teamcenter for Medical Devices

Other Products

• TCS Clin-e2e
• TCS Hospital Management Solution
• TCS Silicone Ambulatory ECG Device and Solution
• TCS Enterprise Integration and Control Environment Solution/ Energy and Utilities
• TCS Bio-informatics Solution
• VERICUT - Machine Simulation Software

Services

IT Services

• Custom Application Development
• Application Management
• Migration & Re-engineering
• System Integration
• Testing
• Performance Engineering

Infrastructure Services

• Infrastructure Readiness Assessment
• IT Service Desk
• Data Center Management
• End User Computing Services
• Database Services
• Application Management Services
• Command Center Services
• Managed Security Services

Enterprise Solutions

• Supply Chain Management
• Master Data Management
• Customer Relationship Management
• RFID
• Call Management
• Oracle
• SAP

Consulting

• Business Consulting
• IT Consulting
• Business Solutions

Business Process Outsourcing

• Customer Interaction Management (CIM)
• Finance and Accounting
• Human Resources Outsourcing
• Knowledge Process Outsourcing
• Supply Chain Management
• Reconciliations
• Benefits Administration
• Payroll
• Industry-specific Offerings
Business Intelligence & Performance Management

- Business Intelligence
- Business Process Management
- Enterprise Data Management
- Integration Services
- Knowledge Management / Enterprise Content Management

Engineering & Industrial Services

- New Product Development Solutions
- Product Lifecycle Management
- Plant Solutions & Services
- Geospatial Technology Solutions
- Industry-specific Offerings

Small and Medium Business Subsidiaries:

TCS' directly-held subsidiaries include:

- AP Online Limited (India)
- C-Edge Technologies Limited (India)
- CMC Limited (India)
- Diligenta Limited (UK)
- Tata Consultancy Services Canada Inc. (Canada)
- Tata America International Corporation (USA)
- Tata Consultancy Services Asia Pacific Pte Limited (Singapore)
- Tata Consultancy Services Belgium S.A. (Belgium)
- Tata Consultancy Services Deutschland GmbH (Germany)
- Tata Consultancy Services France S.A. (France)
- Tata Consultancy Services Netherlands B.V. (Netherlands)
• Tata Consultancy Services Sverige AB (Sweden)
• Tata Consultancy Services Switzerland Ltd (Switzerland)
• Tata Infotech (Singapore) Pte. Limited * (Singapore)
• Tata Infotech Deutschland GmbH * (Germany)
• TCS FNS Pty. Limited (Australia)
• TCS Iberoamerica S.A. (Uruguay)
• WTI Advanced Technology Limited (India)

TCS' indirectly held subsidiaries include:

• CMC Americas Inc. (USA)
• Swedish Indian IT Resources AB (Sweden)
• Tata Information Technology (Shanghai) (China)
• Tata Consultancy Services Solution Center S.A. (Uruguay)
• TCS Argentina S.A. (Argentina)
• TCS Brazil S/C Limitada (Brazil)
• Tata Consultancy Services de Mexico S.A. De. C.V. (Mexico)
• TCS Inversiones Chile Limitada (Chile)
• Tata Consultancy Services de Espana S.A. (Spain)
• Tata Consultancy Services Do Brasil S.A. (Brazil)
• Tata Consultancy Services Chile S.A. (Chile)
• TCS Italia SRL (Italy)
• Tata Consultancy Services Japan Limited (Japan)
• Tata Consultancy Services Malaysia SDN. BHD. (Malaysia)
• Tata Consultancy Services Luxembourg S.A Capellen (G.D. de Luxembourg)
• Tata Consultancy Services Portugal Unipesoal Limitada (Portugal)
• Tata Consultancy Services Chile Limitada (Chile)
• Comicrom S.A. (Chile)
• Sisteco S.A. (Chile)
• Syscrom S.A. (Chile)
• Pentacrom S.A. (Chile)
• Pentacrom Servicios S.A. (Chile)
• Custodia De Documentos Intres Limitada (Chile)
• Financial Network Services (Holdings) Pty Limited (Australia)
• Financial Network Services Pty Limited (Australia)
• Financial Network Services (Facilities Management) Pty Limited (Australia)
• Financial Network Services (Europe) plc (UK)
• Financial Network Services Malaysia Sdn Bhd (Malaysia)
• TCS Financial Network Services (Indonesia)
• Chong Wan Investments Limited (Hong Kong)
• Financial Network Services (Africa) Pty Ltd. (South Africa)
• Financial Network Services Chile Limitada (Chile)
• Financial Network Services (H.K.) Limited (Hong Kong)

2.2.2 BOARD OF DIRECTORS

Non-Executive Board Members

• Cyrus Mistry, Chairman
• S Ramadorai, Vice Chairman
• Prof. Clayton M Christensen, Director
• Aman Mehta, Director
• Dr. Ron Sommer, Director
• Venkatraman Thyagarajan, Director
• Dr. Vijay Kelkar, Director
• Ishaat Hussain, Director
• Phiroz A Vandrevala, Director
• OP Bhatt, Director

Executive Board Member

• N Chandrasekaran, Chief Executive Officer and Managing Director
2.2.3 AWARDS AND RECOGNITION BY TCS

- TCS was awarded the Business Standard's Company of the Year award for 2012.

- In 2012, the company won Gold Shield award for excellence in financial reporting from the Institute of Chartered Accountants of India (ICAI).

- The company won 'Recruiting and Staffing Industry Leader of the Year' and ‘Best Employer Brand’ awards at the World HRD Congress' annual meet in 2012

2.3 INFOSYS

Established in 1981, Infosys is an NYSE-listed global consulting and IT services company with more than 160,000 employees. From a capital of US$250, they have grown to become a US$7.906 billion (LTM Q2 FY14 revenues) company with a market capitalization of approximately US$28 billion.

In the journey of over 30 years, they have catalyzed some of the major changes that have led to India's emergence as the global destination for software services talent. They pioneered the Global Delivery Model and became the first IT Company from India to be listed on NASDAQ. Their employee stock options program created some of India's first salaried millionaires.

Out of its total workforce, 79% are software professionals, 15% are working in its BPO arm and remaining 5% work for support and sales. The attrition rate of Infosys Ltd., excluding its subsidiaries, for 12 months ending 31 March 2013, was 16.3%. During FY 2012-13, Infosys received 378,994 applications from prospective employees and had a gross addition of 37,036 employees.
2.3.1 PRODUCTS AND SERVICES

Infosys offers Finacle product, a universal banking solution with various modules for retail and corporate banking. It also provides development, maintenance and independent validation services to companies in banking, finance, insurance, manufacturing and other domains.

2.3.2 BOARD OF DIRECTORS

<table>
<thead>
<tr>
<th>Name</th>
<th>Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>N R Narayana Murthy</td>
<td>Executive Chairman</td>
</tr>
<tr>
<td>S. Gopalakrishnan</td>
<td>Co-Founder</td>
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<td></td>
<td>Executive Vice Chairman</td>
</tr>
<tr>
<td>S D Shibulal</td>
<td>Managing Director &amp; CEO</td>
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<tr>
<td>David L Boyles</td>
<td>Independent Director</td>
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<tr>
<td>Omkar Goswami</td>
<td>Independent Director</td>
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<td>R Seshasayee</td>
<td>Independent Director</td>
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<tr>
<td>B G Srinivas</td>
<td>Director</td>
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2.3.3 INFOSYS FOUNDATION

Infosys is committed to the communities in which it operates. This has led to the establishment of Infosys Foundation to support the underprivileged sections of society. A not-for-profit initiative aimed at fulfilling the social responsibility of Infosys, the Infosys Foundation creates opportunities and strives towards a more equitable society.
Established in 1996, the Infosys Foundation supports programs and organizations devoted to the cause of the destitute, rural poor, mentally challenged, and economically disadvantaged sections of the society. Its mission is to work in remote regions of several states in India.

The Infosys Foundation prides itself on working with the poorest of the poor, selecting projects with infinite care and working in areas that are normally overlooked by the larger society.

At the outset, the Infosys Foundation implemented programs in Karnataka. It subsequently covered Tamil Nadu, Andhra Pradesh, Maharashtra, Orissa, and Punjab in a phased manner. A dedicated team at the Foundation identifies programs in the areas of healthcare, education, culture, destitute care and rural development.

2.3.4 AWARDS AND RECOGNITION BY INFOSYS

Infosys has consistently been honored by clients, industry bodies, media and other influencers.

Infosys was identified as one of the top 25 performers in Caring for Climate Initiative by UN Global Compact and UN Environment Program – the only global consulting and technology major in the list.

Infosys ranked No.1 among the best managed companies in Asia Pacific in the annual Euro money Best Managed Companies in Asia survey, 2013.

Infosys has been voted India's most admired company in The Wall Street Journal Asia 200 survey every year since 2000. They were recognized as a top performing global partner by Procter & Gamble (P&G).
Their Software Development Block 1 at Pocharam campus in Hyderabad, India, was awarded the highest LEED rating – the fourth Infosys building to win a Platinum rating (taking the total Platinum-certified building area at Infosys to over 1 million sq. ft.)

Infosys won the Oracle Excellence Award for Specialized Partner of the Year – North America in both Financial Management and Human Capital Management categories, at Oracle Open World 2012.

Infosys Engineering Services team won in the 2013 Simulating Reality contest organized by MSC Software in the area of engineering design.

Finacle™ wins the XCelent Depth of Service award in the mobile banking space in an assessment of 20 global vendors by Celent.

Infosys Public Services ranks 15th in the 2013 Healthcare Informatics 100, based on revenues from healthcare IT products and services.

British Telecom’s Seamless Desktop program powered by Infosys AssistEdge awarded the prestigious Global Telecoms Business Innovation Award for 2013 in the Consumer Service Innovation category.

Infosys BPO awarded 2013 Global Impact Award by the Metro Atlanta Chamber in the Foreign Direct Investment category for its plans to invest in education and training.
2.4 WIPRO

Wipro Ltd., the flagship company of the Azim H Premji group was incorporated in the year 1945. The company started off originally as a manufacturer of vegetable ghee/vanaspati, refined edible oils etc. Gradually the company has diversified into various other businesses.

Today Wipro Limited is the first PCMM Level 5 and SEI CMM Level 5 certified IT Services Company globally. Wipro provides comprehensive IT solutions and services, including systems integration, Information Systems outsourcing, package implementation, software application development and maintenance, and research and development services to corporations globally.

In the Indian market, Wipro is a leader in providing IT solutions and services for the corporate segment in India offering system integration, network integration, software solutions and IT services. Wipro also has profitable presence in niche market segments of consumer products and lighting. In the Asia Pacific and Middle East markets, Wipro provides IT solutions and services for global corporations.

Wipro's ADSs are listed on the New York Stock Exchange, and its equity shares are listed in India on the Stock Exchange - Mumbai, and the National Stock Exchange, among others. Wipro is the leading strategic IT partner for companies across India, the Middle East and Asia-Pacific - offering integrated IT solutions. They plan, deploy, sustain and maintain your IT lifecycle through their total outsourcing, consulting services, business solutions and professional services. Wipro InfoTech helps you drive momentum in your organization - no matter what domain you are in.

Backed by their strong quality processes and rich experience managing global clients across various business verticals, they align IT strategies to your business goals. Along with their best of breed technology partners, Wipro InfoTech also help with hardware and IT infrastructure needs.
The various accreditations that they have achieved for every service they offer reflect their commitment towards quality assurance. Wipro InfoTech was the first global software company to achieve Level 5 SEI-CMM, the world's first IT Company to achieve Six Sigma.

Their continuing success in executing projects is a result of their stringent implementation of quality processes. Deploying quality frameworks to align with the business will give the benefit of a smooth and transparent transition while providing complete IT lifecycle management. Reliability and perfection are a result of their adherence to these quality benchmarks and this has been their key differentiator while helping drive business momentum.

The companies experience and expertise are measured against globally recognized standards to ensure their commitment in delivering competitive solutions to their customers. Wipro InfoTech epitomizes quality by maintaining high standards in service offerings and products, as well as internal processes and people management. They believe in constantly scaling quality standards by expanding efficiency in all areas beyond their basic IT offerings.

Different people perceive innovation in various ways. At Wipro InfoTech, their innovative thinking helps them adopt newer business lines and offerings based on business expectations. They have adapted to the changes brought about by technology and business and this has helped to improve customer experience through service delivery and process optimization.

Wipro entered into the technology business in 1981 and has over 140,000 employees and clients across 54 countries today. IT revenues stood at $ 6.2 billion for the year ended 31 March 2013, with a repeat business ratio of over 95%. The business model at Wipro Technologies Ltd is an industry aligned customer facing model which gives greater understanding of customers’ businesses to build industry specific solutions through talented workforce.
Wipro Technologies - Wipro Technologies is the global IT services business division of Wipro Limited. With over 20 offices around the world, Wipro Technologies is the No.1 provider of integrated business, technology and process solutions on a global delivery platform.

Wipro InfoTech- Wipro InfoTech is the leading strategic IT partner for companies across India, the Middle East and Asia-Pacific - offering integrated IT solutions. They plan, deploy, sustain and maintain IT lifecycle through total outsourcing, consulting services, business solutions and professional services.

Wipro Consumer Care and Lighting- Wipro Consumer Care and Lighting, a business unit of Wipro Limited, has a profitable presence in the branded retail market of toilet soaps, hair care soaps, baby care products and lighting products. It is also a leader in institutional lighting in specified segments like software, pharma and retail.

Wipro Infrastructure Engineering - Wipro Infrastructure Engineering was Wipro Limited’s first diversification in 1975, which addressed the hydraulic equipment requirements of mobile original equipment manufacturers in India. Over the past 25 years, the Wipro Infrastructure Engineering business unit has become a leader in the Hydraulic Cylinders and Truck Tipping Systems markets in India, and intends growing its business to serve the global manufacturing requirements of Hydraulic Cylinders and Truck Tippers.

Wipro GE Medical Systems - Wipro GE Medical Systems is a joint venture between Wipro and General Electric Company. As a part of GE Medical Systems South Asia, it caters to customer and patient needs with a commitment to uncompromising quality. Wipro GE is India’s largest exporter of medical systems, with unmatched distribution and service reach in South Asia.
2.4.2 PRODUCTS AND SERVICES OFFERED BY THE COMPANY:

Wipro is having its presence across various verticals viz;

- Wipro Personal Computing Products
- Enterprise Products
- Software Products and Licences

2.4.3 BOARD OF DIRECTORS

William Arthur Owens - Independent Director

Narayanan Vaghul - Independent Director

B.C. Prabhakar - Independent Director

Jagdish N. Sheth - Independent Director

Shyam Saran - Independent Director

T.K. Kurien - Executive Director & Chief Executive Officer

Azim H. Premji - Chairman

Suresh C Senapaty - Executive Director & Chief Financial Officer

Vyomesh Joshi - Independent Director

Dr. Henning Kagermann - Independent Director

M. K. Sharma - Independent Director

Ashok S. Ganguly - Independent Director
2.4.4 AWARDS AND RECOGNITION BY WIPRO

- Wipro awarded ASIA-PAC region DISABILITY MATTERS 2013 Award.

- Wipro bags ESCAP-Sasakawa Award for Disability-Inclusive Business (multinational enterprise category).

- Wipro ranked #1 in India 2013 ranking of Carbon Disclosure Leadership Index (CDLI).

- Wipro selected as Dow Jones Sustainability Index - World member for the 4th time in a row. Also selected as DJSI Emerging Markets Index member.

- Wipro ranks 11th in the first edition of Interbrand's 'Best Indian Brands' study, 2013.

- Global Telecoms Business recognized Nokia Siemens Networks and Wipro with the ‘Wholesale Service Innovation Award 2013’ for their unique IT R&D Partnership Project.

- American Society for Quality recognized Wipro BPO with the Best Project with "Organizational Impact" award.

- Wipro cited as a Leader in Sustainable Technology Services by Independent Analyst Firm.

- Wipro, Recognized as one of the most ethical companies by Ethisphere Institute 2013.