

Sri Sharada College Basrur, Kundapura TQ Udupi Dist. Pin-576211

Wipro Analysis

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Designation: Sandeep K HOD of Commerce

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Permission Letter

**This is to certify that STUDENT NAME of III B.Com bearing UUCMS no.
_____ has been allotted the title of Internship project / CAR /Field Work as
_____ in completion of the
B.COM during the academic year 2023-24**

Principal Name &signature

College Seal

HOD Name & Signature

Introduction:



BIOGRAPHY: Azim H. Premji

Azim Premji is Chairman of Wipro Technologies, one of the largest software companies in India. He is an icon among Indian businessmen and his success story is a source of inspiration to a number of budding entrepreneurs. Mr. M Hashim Premji, father of Azim Premji had declined an invitation from M.A. Jinnah to go to Pakistan. Premji attended St. Mary's School I.C.S.E. in Mazagaon, Mumbai. He was studying Electrical Engineering from Stanford University, USA when due to the sudden demise of his father, he was called upon to handle the family business. Azim Premji took over the reins of family business in 1966 at the age of 21. He has since after a gap of over thirty years completed his degree in Electrical Engineering. At the first annual general meeting of the company attended by Azim Premji, a shareholder doubted Premji's ability to handle business at such a young age and publicly advised him to sell his shareholding and give it to a more mature management. This spurred Azim Premji and made him all the more determined to make Wipro a success story. And there is history.

sell for far less than an IBM mainframe but do similar work. Within a year Wipro got into the PC business and quickly became the leading computer company in India. With its ups and downs, today Wipro Ltd. provides software programming, engineering design, and back-office services for more than 500 of the world's largest corporations.

By employing young technology graduates willing to work almost 80% lower than those in the West, Wipro Ltd. and General Electric Co. set up a joint venture, making this Wipro's big breakthrough. The company now has over 421 customers across the USA, Europe and Japan with clients such as IBM, Sony, etc. It is listed at the New York Stock Exchange and is part of its TMT (technology media telecom) index. Wipro has developed centers and offices across India, North America, Latin America, Asian Pacific and Europe. Wipro's 80% profits come from software exports. The company market capitalization has jumped from \$67 million in 1990 to \$4.1 billion, making it India's third largest company by that measure.

FOOD PRODUCTS WIPRO



WIPRO BUSINESS



IT, BPO, R&D Services, Consulting Services		Consumer & Institutional Products	Infrastructure & Ecological Engineering
Wipro Technologies	Wipro Infotech	Wipro Consumer Care & Lighting	Wipro Infrastructure Engineering
<i>US, Europe & Japan</i>	<i>India, Middle East, Australia, South East Asia</i>	<i>Personal Care, Baby Care & Wellness Products; Domestic & Institutional Lighting; Furniture & Switches</i>	<i>Hydraulic Cylinders & Products; Ultra Pure Water Treatment Systems & Solutions; Clean Energy Systems & Solutions</i>
Revenue : 68 %	Revenue : 19 %	Revenue : 7 %	Revenue : 6 %





Wipro appoints Srini Pallia as CEO and Managing Director.



Srini Pallia is Chief Executive Officer and Managing Director of WIPRO Limited ,a \$10.8 Billion global technology services and consulting company, with over 230,000 employees in six continents . Srini was appointed CEO in April 2024



Safi®

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CARRIE™

DASHING

DASHING
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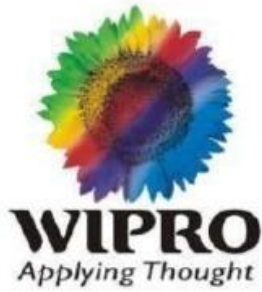
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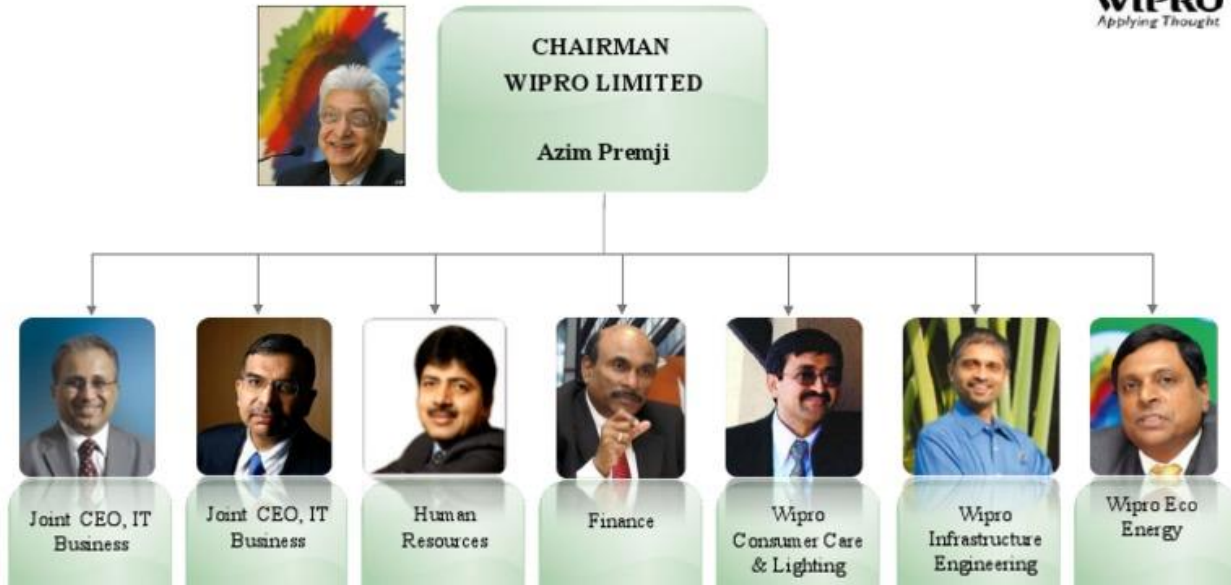
Wipro IT Business

Organization Structure



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Wipro Limited



competitors

TCS

INFOSYS

MPHASIS

Tech Mahindra

Larsen & Toubro
Infotech

Syntel (
Company

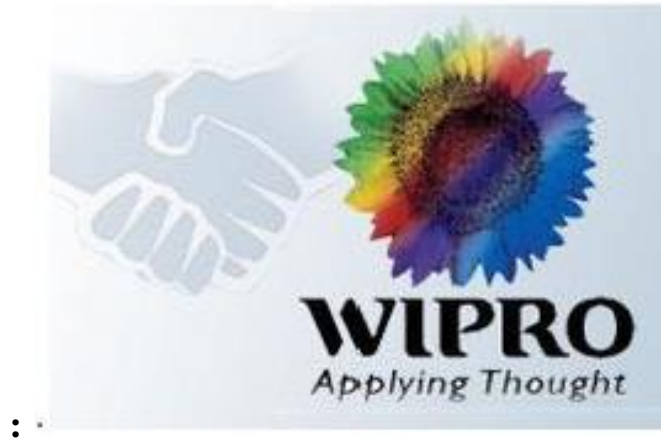
Genpact India
(Company

IGATE- Patni
Global

Kpit
technologies

Hexaware
Technologies





Wipro Company Profile

Wipro is an integrated corporation that offers a diverse range of products, solutions and services in systems, software, consumer care, healthcare, lighting and infrastructure technology. We are driven by our passion for quality and our commitment to customers. This drive has catapulted us among the ten most admired companies in India. Through constant innovation and a people-first attitude, we strive to assume leadership positions in all our businesses in the new millennium.

History of Wipro Limited

The third-largest company in India, Bangalore-based Wipro Limited is an ever-growing and ever-diversifying global company that manufactures and sells products and services ranging from cooking oil and soaps to healthcare instruments and information technology (IT) consulting. Although Wipro's chairman and managing director Azim Hashed Premji is committed to the company's diversified business model, its future clearly lies in its continued successes in software and IT services, which make up nearly half of the company's sales and has consistently outpaced the growth of Wipro's other businesses. Wipro's world-class technologies division provides a range of high-tech services such as global IT consulting, e-business integration, and legacy systems maintenance to clients such as Cisco Systems, Thomas Cooke, and NEC. Wipro's IT efforts are so reliable that in 1998 the company became the first in the world to have been awarded the Software Engineering Institute's (SEI) coveted Level 5 Certification for quality.

After an impressive debut on the New York Stock Exchange in 2000, Premji, who owns 75 percent of Wipro, became one of the top billionaires in the world.

Humble Beginnings: Mid-1940s to Early 1970s

Western India Vegetable Products Ltd. (Wipro Limited) was founded in 1945 by M.H. Premji. The company sold vanaspati solidified sunflower oil to retailers, who sold it in bulk, scooping 50 and 100 grams for customers who brought along their own containers. In 1947 the same year that India gained independence from British rule, 32-year-old Premji laid the foundations of a vegetable oil mill at Amalner in Maharashtra. When Pakistan's prime minister offered him a position as finance minister, Premji turned it down, citing his loyalty to India and his fledgling cooking oil business. Little did either man know that later, in the new millennium, Wipro's value would dwarf Pakistan's gross domestic product. Wipro went public in 1997 for roughly \$30,000.

Premji continued his political career along with his business in India. He became the first Indian chairman of Bombay Electricity Board and a board member of the Reserve Bank of India, the State Bank of India and the Life Insurance Corporation of India. But Premji's untimely demise occurred in 1966, due to a heart attack. Soon after, his 21-year-old son Azim left his unfinished studies in engineering at Stanford University in the United States and returned home to India to take over the business. What used to be a sleepy business run by various members of the family now became a highly professional one, leaving Azim Premji as the only one in the family working at Wipro—a characteristic that still would hold true decades later.

Premji planned to professionalize, diversify and expand his father's business, which was already valued at about \$3 million. He immediately recruited top-notch managers from the renowned Indian Institute of Management (IIM), where top graduates are also courted by blue-chip firms in the West. "We were the pioneers in packaging for the mass market," explains Premji. "We went from bulk packs of vanaspati to [single-use] consumer packs." The packaging innovation took off, and the marketing and distribution network expanded into rural areas. At this

point, the company had no plans to go global. By 1971 business nearly doubled from when Azim Premji took over.

Going High-Tech: Mid-1970s to Late 1980s

The company's first departure from its main cooking oil business came about in 1975. Drawing Azim Premji's his engineering background, and at the suggestion of one of the new IIM recruits, M. Seethapathy Rao, Premji launched Wipro Fluid Power, an operation that manufactured hydraulic and pneumatic cylinders. And under the direction of P.S. Pai, Wipro's consumer care division expanded beyond oil in 1979, establishing operations in soaps, toiletries, and baby care products. Along with major expansions in distribution, Wipro's consumer care division gained so much financial strength for the company that the company was able to further diversify into IT and healthcare instruments.

Wipro would diversify into computers almost as soon as India's computer industry began to develop in the mid-1970s. At the time, the Indian government was the largest purchaser of computers sold in India, and was standardized on the Unix-based platform, which helped Indian companies build a solid reputation in Unix-based software development. The growing IT industry in India attracted multinationals such as IBM, Motorola, and Texas Instruments, who took advantage of India's wealth of low-cost engineering labor. But in 1977 the Indian government decided to throw out U.S. computer giant IBM over a dispute about investment and intellectual property, creating what Premji saw as a golden business opportunity. He quickly set up an electronics unit. But instead of luring ex-IBM employees into his business, Premji hired managers from a truck maker and a refrigeration company.

In 1980 Wipro launched information technology services for the domestic market, setting up in Bangalore a crack-team of R&D and marketing managers, headed by Ashok Narasimhan. Their professionalism, innovation and insistence on quality were to make Wipro the No. 1 listed information Technology Company in the country within the next 15 years. By 1984 the company diversified into software, which it would discontinue by 1990, but it led to Wipro's foray into its growth business, software services. Wipro began manufacturing PCs

andworkstations in 1985, quickly building brand recognition and securing the enviable position of commanding a premium price over the competitions' cheap clones. Wipro assembled andredistributed hardware for U.S. companies like Nortel, Sun Microsystems, and Cisco Systems.

India's \$80-million market in medical equipment attracted General Electric Co. (GE), which in1989 chose Wipro for a joint venture to develop and distribute ultrasound devices and othermedical instruments, especially throughout India and South Asia. In addition to creating a newbusiness segment for Wipro, the joint venture instantly secured Wipro's reputation as asoftware integrator and led to scores of R&D contracts with major companies, including CiscoSystems, Hitachi, and Alcatel. Wipro GE came to be the largest exporter of medical systems.

Rapid Growth and Expansion in the 1990s

India's software industry continued to take off throughout the nineties, at a compounded annual rate of nearly 60 percent for most of the decade. India quickly became the third-largest supplier of IT labor, and its communications infrastructure rapidly improved. Part of this growth was driven by a growing number of U.S. corporations that began to tap into the cheap IT labor market in India, often for 40 percent to 60 percent less than the cost of U.S. labor. As a result,

Wipro typically contracted out teams of engineers to work at U.S.-based companies.

As successful as this model was, it could not be counted on to last, due to mounting competition and Wipro's growing need to offer more sophisticated technology solutions. Wipro began to shift its IT business away from costly on-site development projects in the United States, to more profitable offshore development closer to home. To help keep its competitive edge, the company replicated the development labs of some of its major clients, including AT&T, IBM, and Intel Corporation. And while Wipro continued to offer a range of programming services, including hardware design, networking, and communications and operating system support, it continued to diversify into other lines of business. In 1992 the company established a new lighting business, offering a range of lighting solutions for domestic, commercial, industrial, and pharmaceutical lab environments. Wipro discarded its PC brand in 1995 when it formed a joint venture with Acer, a Taiwan-based computer and peripherals manufacturer and distributor. By 1998, Bangalore became one of the many IT centers in India, with about 250 high-tech firms, plus about 100 just outside the city's limits. And Wipro became the center of this Indian "Silicon Valley," as India's second-biggest software exporter. Both software and hardware businesses generated 57 percent of the company's sales, and 75 percent of its profits, with software employees numbering over 5,600 of the company's 9,000 total. Still, Premji saw continued value in keeping Wipro's non-IT businesses, which he was always quick to point out were the best in their niche markets. The company invested about 25 percent of its advertising budget into branding for its consumer care and lighting division. The Santoor brand, for example, grew by 20 percent in 1997. Wipro's power cylinder business grew at a similar rate as its hardware business, and kept the company well poised to benefit from any boom in future infrastructure expenditures. In 1998 Wipro started exporting hydraulic cylinders throughout

Southeast Asia. Also, a lot of synergies existed between the medical systems and IT businesses within Wipro. Wipro GE emerged as the largest healthcare systems company in South Asia in 1998, and in that same year, became the top exporter of such systems in India. Wipro proved to be a nimble and formidable competitor throughout the nineties. From 1991 to 1997, for example, Wipro went through six corporate restructurings, keeping the company ready to adapt to the constantly changing technological landscape. By September of 2000

Wipro's technologies division completed what may have been the most significant restructuring effort, re-engineering the division's operations toward four major market sectors: content housing platforms (computers and Web servers), content transportation (networking media), content access devices (mobile phones, PCs, etc.), and service providers. And even its Six Sigma quality initiative, which aimed to reduce the defect rate to virtually nothing, already led to an eightfold gain over the investments in its first 20 months, which began in 1997.

Wipro projected that it would apply the Six Sigma concept, allowing a maximum of 3.4 mistakes for every one million opportunities for error, to every key process by 2002

Going Global in the 21st Century

Wipro seemed to have survived the effects of the U.S. economic slowdown of 2000, with massive layoffs and profit warnings, and raced ahead in 2001 amid its own soaring growth rates and a huge expansion in its operating margins. Given that 60 percent of India's IT-related services and software exports were tied to the U.S., Wipro's unscathed emergence was remarkable. By the end of March 2001, the company's net income hit a record \$138 million (up 106 percent from the previous year), and operating margins grew from 18 to 24 percent that same year. While revenues from U.S. clients declined to 64 percent from 70 percent, revenues from Europe climbed from 24 percent to 29 percent, and revenues from Japan did the same from 5 to 6 percent. With a fleet of 150 Japanese-speaking engineers, and some 800 engineers dedicated to Japanese customers including Fujitsu, NEC, Daiwa, Sony, Toshiba, and NTT DoCoMo, Wipro's Japanese business promised to grow along with other continued investments in a diversified customer base. Wipro decided to set up an Asia-Pacific regional base in Singapore in 2001. By this time, Wipro had a

total of 209 active clients, the top five of whom were: fiber-optic network equipment major Nortel Networks; British gas transport firm Transco; U.S. conglomerate GE; telecom equipment manufacturer Lucent Technologies; and French telecom equipment maker Alcatel. Along with diversifying its customer base, Wipro set out to expand and deepen its IT service offerings and become a global tech powerhouse that directly competes with giants such as IBM Global Consulting, Accenture, and Electronic Data Service. Even though Wipro came out of 2000 quite well, India's IT industry quickly became flanked with growing competition from countries such as Ireland, China, Vietnam, and the Philippines. And even though 60 percent of Indian software exports were absorbed by businesses in the U.S. in 1999, that accounted for only 2 percent of the global total. Wipro decided to go beyond the unglamorous back-office code-writing on contract, and pursue even more high-profile, high-paying projects that involved e-business development, new software products, and end-to-end business/system consulting. Instead of doing small portions of large IT software solutions, Wipro would set out to develop comprehensive, end-to-end solutions, which included both software services and hardware, and often involved outsourcing the simpler code work to other countries. For example, in August of 2000, Wipro launched a "Portal-in-a-Box," which was a fixed-price, end-to-end solution to help businesses create a sales presence on the Web. Wipro's new "upstream" strategy would not only help stave off the growing competition, but also enable Wipro to continue its growth, and keep its staff immune from the temptation to go West and start up their own software companies. Wipro also continued to aggressively refocus on offshore projects and expand its efforts in the domestic market. Wipro has come a long way from its simple sunflower oil business. At the start of the new millennium, Wipro continued to prove itself a pioneer in three main businesses: consumer care and lighting, healthcare technology services, and information technology altogether encompassing a broad range of high-quality products and services. With its solid reputation in these businesses, deep ties with major world companies, and newly opened offices including the United Kingdom, Germany, Paris, Singapore, the Middle East, and the United States, Wipro promised to quickly become a true multinational corporation.

Principal Subsidiaries:

Wipro Inc. (United States); Enthink Inc. (United States); Wipro Japan KK (Japan); Wipro Welfare Limited; Wipro Prosper Limited; Wipro Trademarks Holding Limited.

Principal Divisions:

Information Technology; Consumer Care & Lighting; Healthcare Technology Service

Principal Competitors:

Accenture; Booz-Allen; Cambridge Technology; Cognizant Technology Solutions; Compaq; Computer Sciences; Deloitte Touche Tohmatsu; EDS; Ernst & Young; GE;Getronics; Hewlett-Packard; Hindustan Lever; IBM; Infosys Technologies; Johnson & Johnson;McKinsey & Company; KPMG; Perot Systems; Philips Electronics; PricewaterhouseCoopers; Procter & Gamble; Sapient; Satyam; Siemens; Silverline Technologies; Tata Enterprises;Unilever; Zenith.

IMPORTENCE

1. **Global Presence:** Wipro is one of India's largest IT services companies, with a global footprint. Its presence spans across various industries and geographies, making it a key player in the global technology landscape.
2. **Industry Leadership:** Wipro has established itself as a leader in IT services, consulting, and business process outsourcing. It competes with global giants in these sectors and has managed to carve a niche for itself through its innovative solutions and customer-centric approach.
3. **Innovation and Technology:** Wipro has a strong focus on innovation and technology. It invests heavily in research and development to stay ahead of industry trends and deliver cutting-edge solutions to its clients. Its commitment to innovation helps drive digital transformation for businesses across sectors.
4. **Employment and Economic Impact:** Wipro is a major employer, providing jobs to thousands of people globally. Its operations contribute significantly to the economy, both in India and in the countries where it operates. It also fosters skill development and talent growth, contributing to human capital development.
5. **Corporate Social Responsibility:** Wipro takes its corporate social responsibility seriously. Through its various initiatives in education, healthcare, and community development, it strives to make a positive impact on society. Its efforts in sustainability and environmental conservation also deserve mention.
6. **Customer Focus:** Wipro prioritizes customer satisfaction and works closely with its clients to understand their needs and deliver tailored solutions. Its customer-centric approach has helped build long-term relationships and establish its reputation as a trusted partner for businesses worldwide.

Overall, Wipro's importance lies in its contributions to the IT industry, its role as a global player, its focus on innovation and technology, its impact on employment and the economy, its commitment to corporate social responsibility, and its customer-centric approach.

- Job description
- Job analysis
- Job evaluation
- Pay structure
- Salary surveys

JOB DESCRIPTION

- Wipro InfoTech is a leading manufacturer of computer hardware and provider of IT services in India and the Middle East region.
- Part of Wipro Ltd, the \$6.98 billion conglomerate and global leader in technology enabled solutions, the company leverages on the parent's philosophy of 'Applying Thought' to enable business results by being a transformation catalyst.
- Backed by our strong quality processes and rich experience managing global clients across various business verticals, we align IT strategies to your business goals.
- From simple changes in process to innovative solutions, we help our customers harness the power of IT to achieve profitable growth, market leadership, customer delight and sustainability. Along with our best of breed technology partners, Wipro Infotech also helps you with your hardware and IT infrastructure needs.

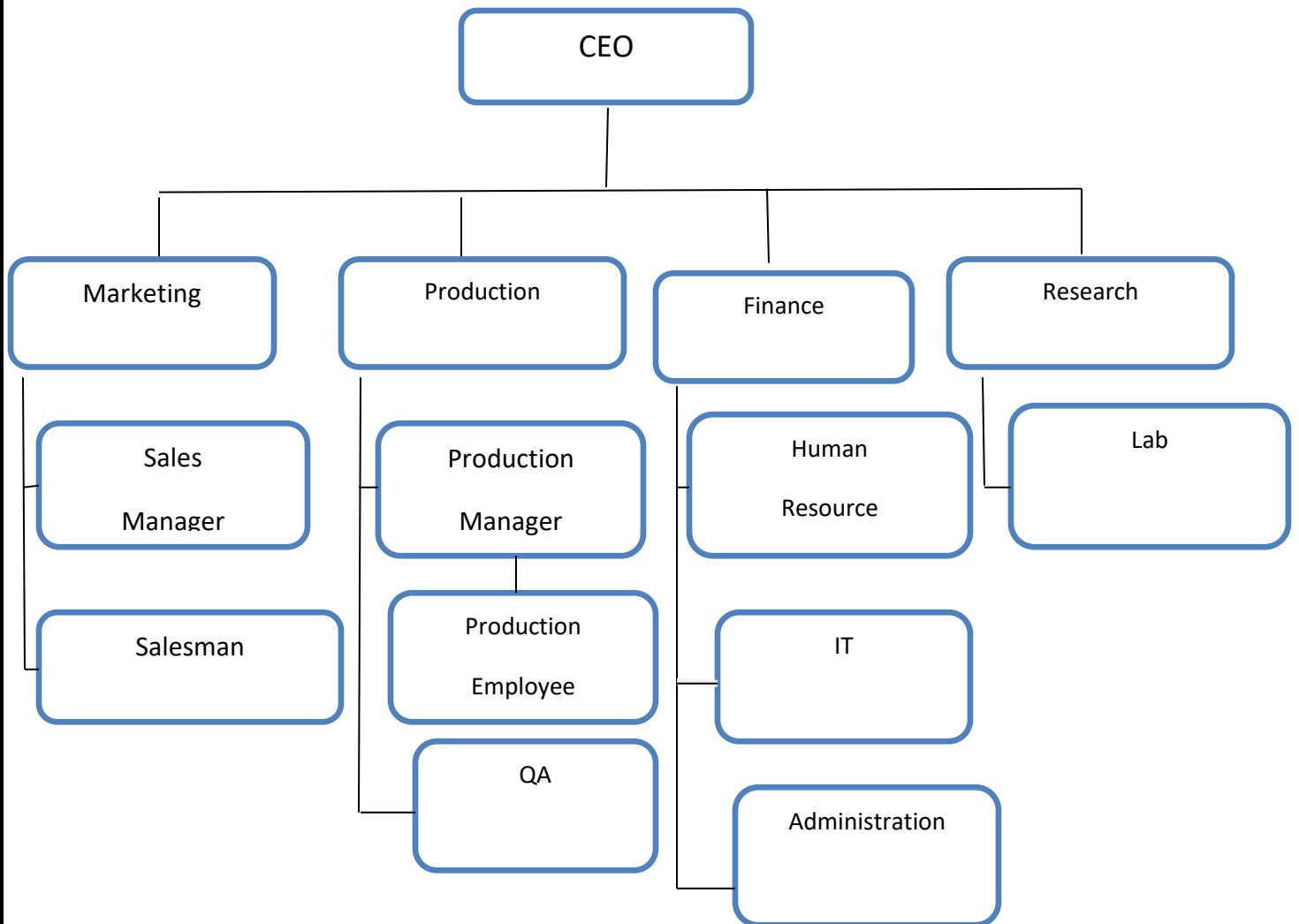
JOB ANALYSIS

- Job analysis (also known as Work analysis) is a family of procedures to identify the content of a job in terms of activities involved and attributes or job requirements needed to perform the activities.
- Job analysis provide information to organization which helps analysis, the analyst needs to understand what the important tasks of the job are, how they are carried out, and the necessary human qualities needed to complete the job successfully. This list contains the functional or duty areas of a position, the related tasks, and the basic training recommendations. Subject matter experts (incumbents) and supervisors for the position being analyzed need to validate this final list in order to validate the job analysis.
- Job analysis is crucial for first, helping individual develop their career, and also for helping organization develop their employees in order to maximize talent.

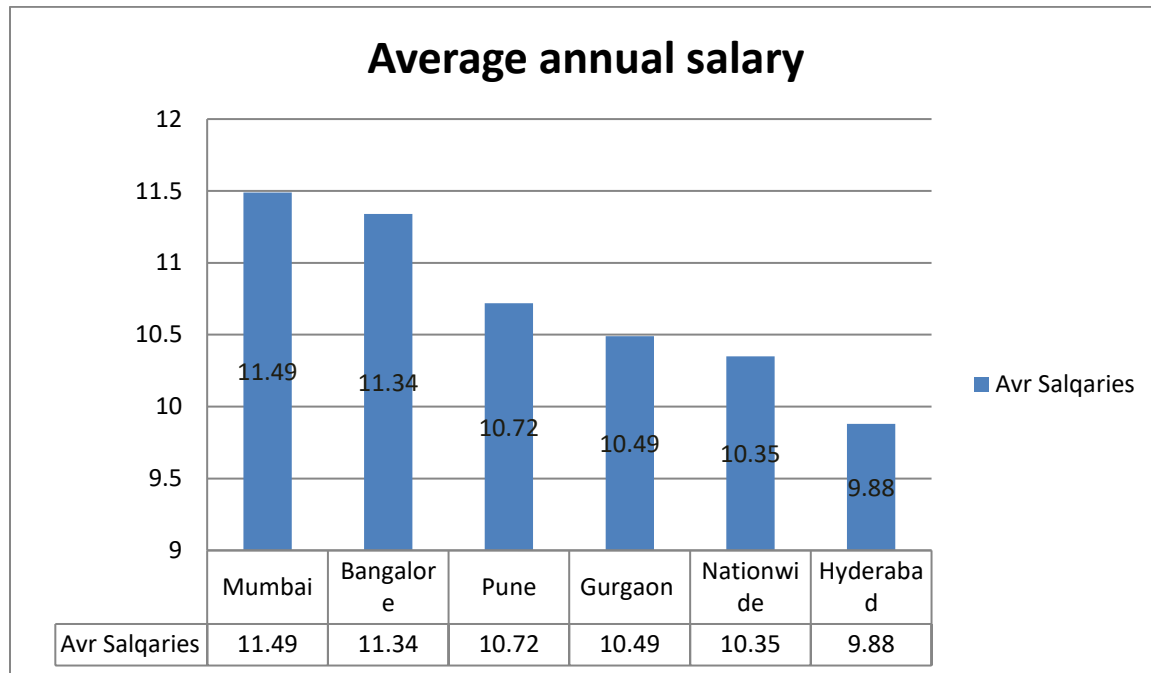
JOB EVALUATION

- A job evaluation is a systematic way of determining the value/worth of a job in relation to other jobs in an organization.
- It tries to make a systematic comparison between jobs to assess their relative worth for the purpose of establishing a rational pay structure.
- Job evaluation needs to be differentiated from job analysis.
- Every job evaluation method requires at least some basic job analysis in order to provide factual information about the jobs concerned.
- Thus, job evaluation begins with job analysis and ends at that point where the worth of a job is ascertained for achieving pay equity between jobs.

PLAY STRUCTURE



SALARY SURVEYS OF WIPRO



CONCLUSION

We can say that good compensation can increase the productivity of an organization because it provides various rewards, bonus, schemes etc. and it is compulsory for every organization.

SCOPE

What is the career growth in Wipro Technologies as a project engineer?

As a project engineer,

First year : you are thrilled and excited to be part of a tier 1 company and amazed by the IT campus and facilities on offer. You work hard, eager to prove your worth, sometimes till 10-11pm in night. Your team lead praises you, project manager applauds you..

Second year : You are excited by last years appraisals which gives you the top rating, you are eager to repeat the success. Seniors in the team, in the name of exposure gives you bits and bits of their own work. You don't mind, anxious to leave your mark in team and project.

Third year : small things like back pain and occasional migraine has started troubling you but you are ready to give your blood and sweat for the project. You are slightly troubled as appreciation for your hardwork is taken over by onsite leads and managers but still you rejoice in the useless appreciation mails send over to you by client or team manager. Also you are thrilled to get awards for star performer etc... Regardless of your body's warning calls you still fire away until midnight. Inbetween there are the useless appraisal exams and mandatory certifications nothing related to your current work, which you should clear to get appraisal.

Fourth year : You start to get bored with the work assigned to you as it is repititive..Also the team lead wants you to "mentor" the juniors in the team, a plain old way of losing his headache, in addition to handling the extra work and "addon"s on the group. You start to look for a job change like to Infosys, TCS ,

lured by the 40-50% jump in salary atleast. You give your resignation. In HR discussion, the HR and your manager desperately try to stop you from leaving offering goodies like "initiation of H1B and travel within 6 months", 10% hike in salary etc.. You accept it.

5th year :If you are lucky, you fly to the US to the client's location and start working. Your bad luck , you realize that the offshore team is lazy and slacking out and not as hardworking as you, you start to send escalation mails to them and threaten "consequences", thereby earning the badwill of the team. meanwhile the Delivery manager keeps on pressurizing you to complete the project well before timeline to impress the clients. Helpless, you yourself start to do the basic coding/testing work to pursue weekly timelines. and you are tired of telling lame excuses to client for not meeting the same.

6th year : You are married and have taken a new flat and new car on loan EMI. Your fancy onsite allowance pays all those so you are not worried. You have to face competition from the erstwhile junior guys who are also whining to get onsite by now. You continue your work which has by now become dreadful and boring, but to keep the kitchen running.

7th year : You are called back as the project has come to a "sudden end" as client declared bankruptcy and unable to spare one more dollar to your company. You return back to your old cubicle to find all your friends and colleague have moved on and not even one knowing face is there. You try desperately to go back to US but still face acute competition. You are meanwhile made the project manager of a new project and given 20 people and assigned to make them do 50 people work. You struggle a lot, working 12-14 hrs in office, office bus , home and even avoiding sleep as clients like to call hourly basis at night (their morning) to check "progress". meanwhile your wife and first child complain that you are not spending time with them. High BP, back pain makes your body weak but still you toil day and night hard. Meanwhile you are saddened by fact that people who don't know basic english grammar and have IQ ≤ 50 , flying to onsite for "coordination" as company's mandatory onsite policy. Desperate, you realize that your faithfulness to your company is useless and start hunting for jobs. But the reality you face is that you are "overexperienced and overqualified" so no vacancies.

9th year : One day as usual you are toiling hard, you are surprised to see a mail asking for HR discussion. assuming about a new leadership role, you are amazed (and later shocked) to find a young fresh <25 MBA HR girl telling that as part of "workforce optimization" and "rightsizing" you have to leave the organization in 24 hrs. Assuming it to be bad joke, you storm out of the conference room and check your mailbox to see a mail stating that your exit process has been initiated, attached is the final settlement salary components and you have to leave the campus before 12am tomorrow night.

9 years of toiling hard for the company, giving your blood and sweat for the company, getting BP, migraine, backpain as bonuses , left with EMIs for the flat, car, furniture, even the fancy phone you are holding now and an unstable family relationship,you just realize whether was it all worth it??

This post is not meant to terrify you or any badwill against any company but just the sad facts of IT life. You can live out your youth like a king, own the world, but after 35.. you are seriously left with no choice..

Methodology

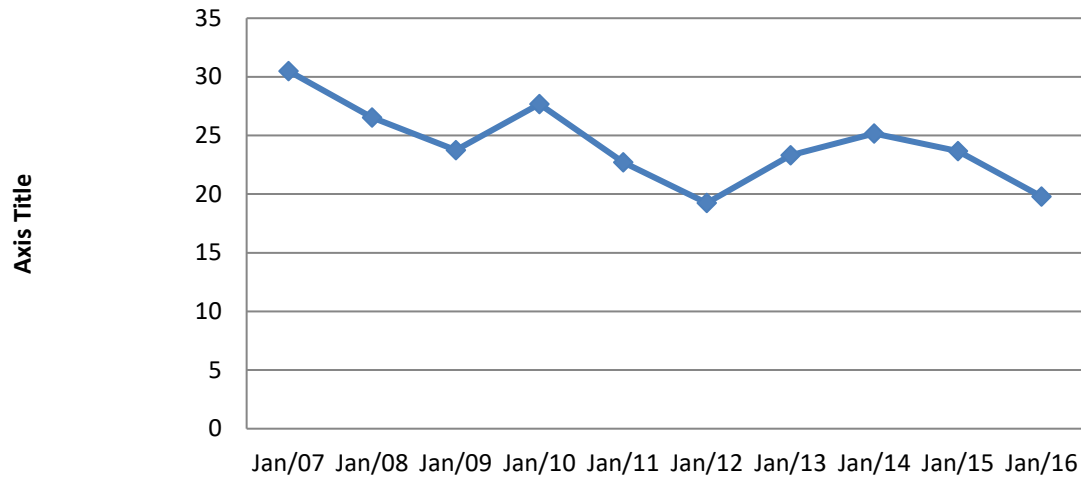
1. **Agile Methodology**: Wipro often adopts Agile methodologies such as Scrum, Kanban, or a hybrid approach tailored to specific project requirements. Agile methodologies emphasize iterative development, collaboration, flexibility, and rapid response to change. This approach is particularly beneficial in software development and other projects requiring frequent updates and adaptations.
2. **Devlops Practices**: Wipro integrates Devlops practices into its software development processes to enhance collaboration between development and operations teams, automate processes, and accelerate delivery. Devlops promotes continuous integration, continuous delivery, and continuous monitoring to ensure faster time-to-market and higher-quality software.
3. **Design Thinking**: Wipro incorporates design thinking principles into its solution development process to deeply understand customer needs, generate innovative ideas, and create user-centric solutions. Design thinking involves empathy, ideation, prototyping, and testing to solve complex problems and deliver products and services that resonate with users.
4. **Six Sigma and Lean Methodologies**: Wipro leverages Six Sigma and Lean methodologies to improve process efficiency, reduce waste, and optimize operations across various domains, including manufacturing, supply chain management, and business processes outsourcing. These methodologies emphasize data-driven decision-making, process standardization, and continuous improvement.
5. **IT Service Management (ITSM)**: Wipro follows ITSM frameworks such as ITIL (Information Technology Infrastructure Library) to manage and deliver IT services effectively and efficiently. ITSM practices help Wipro align IT services with business objectives, enhance service quality, and improve customer satisfaction through standardized processes and best practices.
6. **Quality Management Systems (QMS)**: Wipro implements Quality Management Systems based on international standards such as ISO 9001 to ensure consistent quality across its products and services. QMS frameworks define processes for quality planning, control, assurance, and improvement, enabling Wipro to meet customer requirements and regulatory compliance.

7. **Cybersecurity Frameworks**: Wipro employs cybersecurity frameworks such as NIST Cybersecurity Framework, ISO 27001, and others to assess, manage, and mitigate cybersecurity risks for its clients. These frameworks provide structured approaches to identify, protect, detect, respond to, and recover from cybersecurity threats. These methodologies, frameworks, and practices enable Wipro to deliver high-quality solutions, optimize processes, mitigate risks, and drive innovation for its clients across various industries and domains.

Objectives of the study

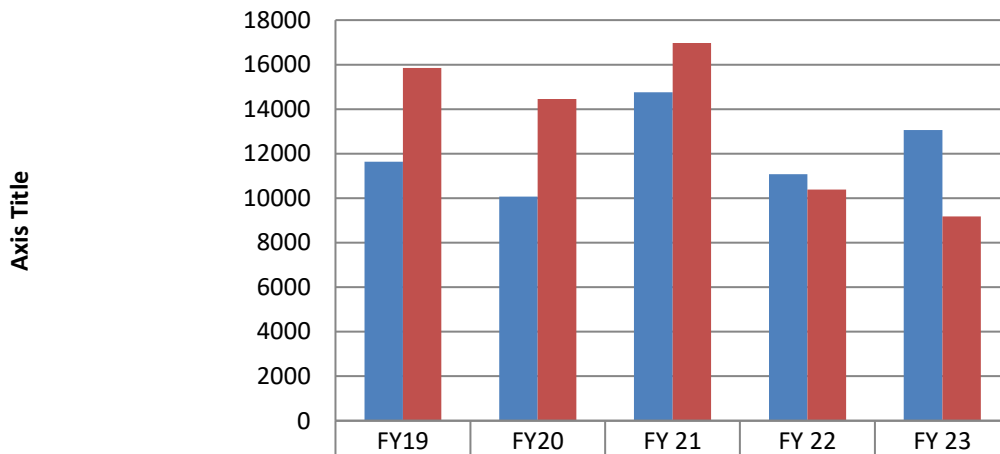
- To know the organization aspects of Wipro Ltd.
- To know about different departmental functioning.
- To know about performance of Wipro Ltd.
- To identify strength, weakness, opportunity and threats.
- To find out difference between theoretical aspects and practical aspect of running a business.

WIPRO (Retun on Equity)



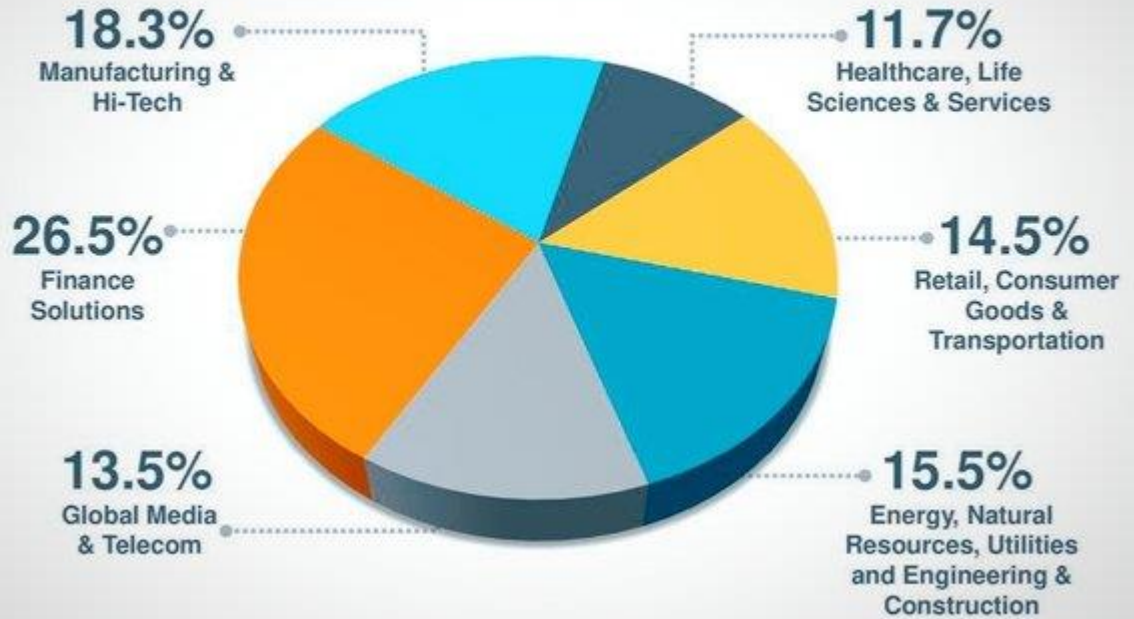
	Mar/07	Mar/08	Mar/09	Mar/10	Mar/11	Mar/12	Mar/13	Mar/14	Mar/15	Mar/16
Return on equity	30.5	26.52	23.76	27.69	22.72	19.24	23.32	25.16	23.66	19.8

cash flow of wipro

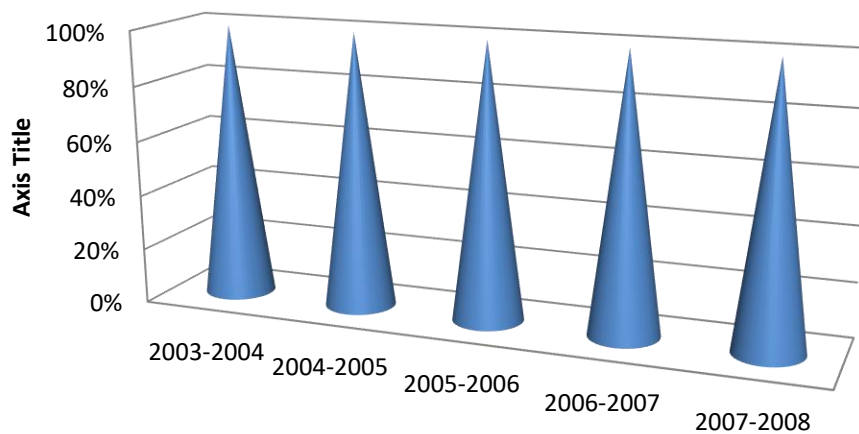


Cash generated from operating activities	11632	10064	14755	11080	13060
Cash and cash equivalents	15853	14450	16979	10384	9186

Business Unit Revenue Distribution

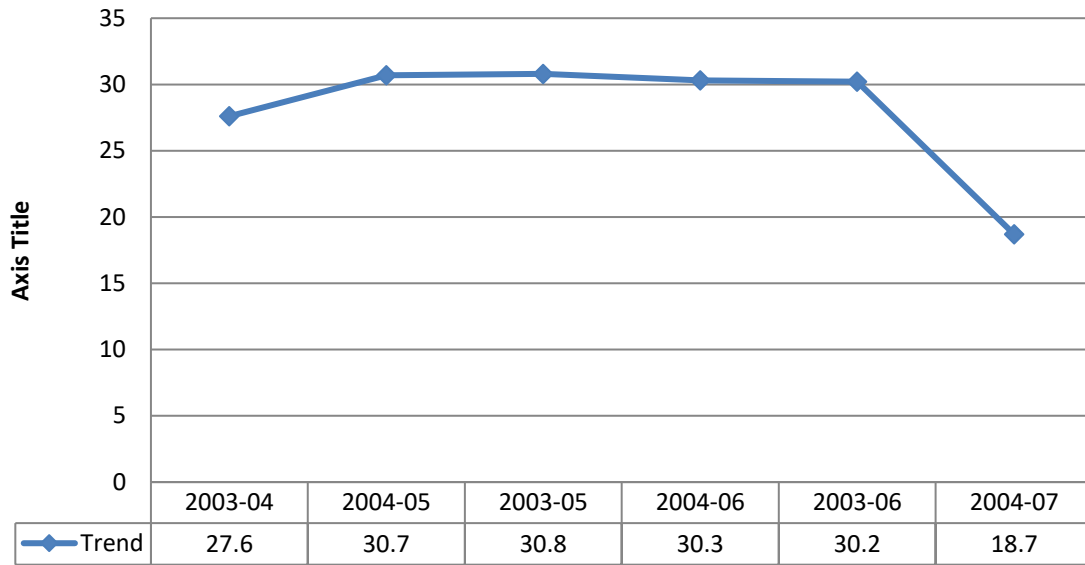


Ratios



	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008
■ Ratios	1.26	1.32	1.44	1.67	2.13

Rate of Equity



Analysis and interpretation:

Analysis:

Analyzing Wipro involves assessing various aspects of the company, including its financial performance, market position, strategic initiatives, and competitive landscape. Here's an analysis of Wipro based on these factors:

1. Financial Performance:

- **Revenue Growth:** Analyzing Wipro's revenue growth over multiple quarters or years can provide insights into its ability to capture market share and expand its business.
- **Profitability:** Examining factors such as gross margin, operating margin, and net profit margin can indicate the company's efficiency in managing costs and generating profits.
- **Cash Flow:** Assessing Wipro's cash flow from operations, investments, and financing activities can reveal its ability to generate cash and fund its operations and growth initiatives.
- **Return on Investment:** Analyzing return on investment metrics such as Return on Equity (ROE) and Return on Assets (ROA) can gauge Wipro's profitability relative to its shareholders' equity and total assets.

2. Market Position:

- **Market Share:** Evaluating Wipro's market share in key segments such as IT services, consulting, and business process outsourcing can indicate its competitive position relative to peers.
- **Client Base:** Analyzing the diversity and size of Wipro's client base can provide insights into its customer relationships and revenue stability.
- **Geographic Presence:** Assessing Wipro's geographic presence and revenue contribution from different regions can highlight its global reach and growth opportunities in emerging markets.

3. Strategic Initiatives:

- **Innovation:** Assessing Wipro's investments in research and development, partnerships with technology providers, and development of proprietary solutions can indicate its focus on innovation and differentiation.
- **Digital Transformation:** Analyzing Wipro's offerings and capabilities in areas such as cloud computing, cybersecurity, artificial intelligence, and data analytics can reveal its alignment with digital transformation trends and market demand.
- **Mergers and Acquisitions:** Evaluating Wipro's M&A activities and strategic partnerships can provide insights into its growth strategy and efforts to expand its service offerings or enter new markets.

4. **Competitive Landscape:**

- **Peer Comparison:** Comparing Wipro's financial performance, market positioning, and strategic initiatives with its competitors such as Tata Consultancy Services (TCS), Infosys, and Accenture can highlight its strengths and weaknesses relative to industry peers.
- **Industry Trends:** Assessing broader industry trends, including technological advancements, regulatory changes, and shifting customer preferences, can help contextualize Wipro's performance and identify potential opportunities and threats.

Overall, a comprehensive analysis of Wipro should consider its financial performance, market position, strategic initiatives, and competitive landscape to provide a holistic understanding of the company's strengths, weaknesses, opportunities, and threats.

Interpretation:

Wipro Limited, commonly known as Wipro, is a multinational corporation headquartered in Bangalore, India. Founded in 1945 by M.H. Hasham Premji as Western India Vegetable Products Limited, the company initially focused on producing vegetable oils. Over the decades, Wipro has undergone significant transformations, diversifying its portfolio and emerging as a global leader in information technology (IT), consulting, and business process services.

Wipro's journey from a modest oil manufacturer to an IT powerhouse is a testament to its adaptability, strategic vision, and commitment to innovation. In the early 1980s, under the leadership of Azim Premji, the founder's son, Wipro recognized the potential of the burgeoning IT industry and pivoted its focus towards software development and technology services. This strategic shift marked the beginning of Wipro's exponential growth trajectory and its establishment as one of India's foremost IT companies.

Today, Wipro operates across multiple industry verticals, including banking and financial services, healthcare, retail, manufacturing, and telecommunications. Its diverse service offerings encompass application development and maintenance, digital transformation, cloud computing, cybersecurity, and data analytics, among others. Through its global delivery model and extensive network of delivery centers across the world, Wipro delivers cutting-edge solutions to a diverse clientele spanning the Americas, Europe, Asia Pacific, and the Middle East.

Wipro's success can be attributed to several key factors. First and foremost is its relentless focus on customer satisfaction and delivering value-added solutions tailored to meet the unique needs of each client. By leveraging its deep industry expertise, technological prowess, and collaborative approach, Wipro partners with organizations to drive innovation, enhance operational efficiency, and achieve business objectives.

Furthermore, Wipro's commitment to excellence is reflected in its robust quality processes, stringent adherence to industry standards, and continuous investments in research and development. The company places a strong emphasis on talent development and retention, fostering a culture of innovation, collaboration, and entrepreneurship. Through its talent acquisition programs, training initiatives, and employee engagement activities, Wipro nurtures a skilled workforce capable of tackling complex challenges and driving sustainable growth.

In addition to its business operations, Wipro is also actively engaged in corporate social responsibility (CSR) initiatives aimed at driving positive change in society. Through its Wipro Cares program, the company focuses on education, healthcare, environmental sustainability, and community development, empowering underprivileged communities and contributing to the overall welfare of society.

Looking ahead, Wipro is well-positioned to capitalize on emerging trends such as digital transformation, artificial intelligence, Internet of Things (IoT), and blockchain. By staying agile, customer-centric, and innovation-driven, Wipro aims to sustain its leadership position in the dynamic and competitive IT services landscape while continuing to create value for its stakeholders, employees, and society at large.

In conclusion, Wipro's journey from a humble oil manufacturer to a global IT powerhouse exemplifies the spirit of innovation, resilience, and adaptability. With a rich legacy spanning nearly eight decades, Wipro continues to redefine the boundaries of technological excellence and set new benchmarks for industry leadership.

BALANCE SHEET

Financial performance	2018- 19	2019- 20	2020-21	2021-22	2022- 2023
Revenue	589,060	613,401	622,425	795,289	9,09,348
Profit before Depreciation, Amortisation, Interest and Tax	119,384	126,592	150,705	171,197	1,73,008
Depreciation and Amortisation	19,474	20,862	27,652	30,911	33,402
Profit before Interest and Tax	99,910	105,730	123,053	140,286	1,39,606
Profit before Tax	115,415	122,512	139,007	151,275	1,47,657
Tax	25,242	24,799	30,345	28,946	33,992
Profit after Tax - attributable to equity holders	90,031	97,218	107,946	122,191	1,13,500
Per share data					
Earnings Per Share- Basic(₹)	14.99	16.67	19.11	22.35	20.73
Earnings Per Share- Diluted(₹)	14.95	16.62	19.07	22.29	20.68
Financial position					
Share Capital	12,068	11,427	10,958	10,964	10,976
Net Worth	570,753	559,333	554,593	658,673	7,81,753
Gross cash (A)	379,245	334,134	345,500	345,491	4,01,112
Total Debt (B)	99,467	78,042	83,332	151,696	1,50,093
Net Cash (A-B)	279,778	256,092	262,168	193,795	2,51,019
Property, Plant and Equipment (C)	70,601	81,120	85,192	90,898	88,659
Intangible Assets (D)	13,762	16,362	13,085	43,555	43,045
Property, Plant and Equipment and Intangible Assets (C+D)	84,363	97,482	98,277	134,453	1,31,704
Goodwill	116,980	131,012	139,127	246,989	3,07,970
Net Current Assets	357,556	303,458	293,146	312,423	3,93,343

Capital Employed	670,220	637,375	637,925	810,369	9,31,846
Shareholding related					
Number of Shareholders	330,075	511,881	818,539	1,934,986	26,91,329
Market Price Per Share (₹)	254.8	196.7	414.2	591.9	365.3

¹. Revenue is aggregate revenue for the purpose of segment reporting including the impact of exchange rate fluctuations

². EPS adjusted for the years prior to the bonus issue. Bonus issue in the proportion of 1:3 was approved by shareholders in February 2019

³. Number of share holders (as at March 31st of respective years) represents holders of equity shares and does not include holders of ADRs

⁴. Market price of shares is based on closing price in NSE as on March 31 of respective years and has been adjusted for bonus issue in 2019

Wipro Vision And Mission

Vision:

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, religions and cultures allowing individuals to take part in versions social activities in an impartial , secure way.

Continous effect to enhance people’s life style and quality by means of developing new technology in wireless communication .

Mission:

Our mission is to be a RF system solution provider through its innovative research and design works for new world of broadband wireless communication

Goals:

- To support customers how rely on our ability as an advanced RF system solution provider
- To build up core competencies through collaborations with technological partners
- To contribute to the Ubiquitous Networking Society by providing chip level RF system solutions

Values:

- Outstanding
- Teamwork
- Challenge
- Sprit

SUGGESTION

- The company's future plans for expansion seem clear due to increased investment in fixed assets. Efficient use of these assets as enable the company to observe an increased profit.
- Though the company's sale is continuously rising but the net profit is not so much increased so management should take some steps to decrease its expenses.
- Company should try its best to increase sales and profit.
- The profit margin ratio shows decline in current year so that company should try to increase profit after tax
- Current ratio is very good it is 2.13:1 so company has fully utilize cash liquidity for business development.

Findings

At Wipro, a natural extension of "Applying Thought" was to promote the many talented youngsters in India, in the field of chess. While Wipro took many promising youngsters under their wing, their ambition saw fruition when P Harikrishna, at 15, became India's youngest chess grandmaster. His victory bore testimony to the fact that "Applying Thought" is not just a business philosophy, but also an approach to success in all human endeavour, be it at work or play. This has further strengthened Wipro's resolve to make India a chess power. And thus Wipro is nurturing five more. Budding talent in the future. Wipro is highly sensitive to the impact of their business activities on environment and society. This is reflected in measures taken to monitor and control resources and activities that interact with nature and people. Wipro committed to providing a safe and healthy work environment to all the employees and associates. This is done with the help of suitable management systems that are aimed at:

- Prevention of accidents
- Conservation of natural resources
- Prevention of pollution and hazzards
- Compliance with legislation and regulations that are relevant to our organization
- Development of safe work practices by regular training to employees and support staff.
- Periodic review of systems and processes aimed at continual improvement

Wipro's efforts to improve their standards continuously and put an effective environmental management systems (EMS) in place has resulted in them being awarded the ISO 14001 certification.

This in effects certifies that Wipro as an organization has a series of international standards for EMS, voluntary standard that establish and objectively evaluate EMS, process standard's, and not just 'performance standards', a standardized and internationally recognized blue prints for effective EMS and frame work for setting and establishing.

CONCLUSION

At Wipro Spectra mind our years of experience with the world leading companies have helped global business meet their needs Wipro Spectra mind services Delivery Model For BPO projects ,Wipro follow the Spectra mind service delivery model, which is a robustly defined frame work to manage the complete BPO process migration and transition management and has been developed based on the experience gained from migrating more then 390 remote business processes to India over the past 10 years. This proven services transfer's platform is designed to ensure processingrity and minimize inherent migration risks. The model include a tired and tested Transition toolkit to support transition management by ensuring that there is a documented methodology with formats, tools ,guidelines and past team in de –risking the transition of a customers' processes and reducing the pain of a migration as much as possible , a co –ordinated projects management systems captures critical client documentation and in corporate an extensive knowledge base that assists the transition management team in understanding duplicationg , and migrating mission – critical business processes. The model has four key stages as shown as in the digram below and the objectives ,activities skill, and responsibilities at each stage are different.

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