WIPRO'S MARKETING STRATEGIES

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ABSTRACT :

This report examines the business process services of Wipro's Look has undergone a massive makeover in the last 75 years. Started in 1949 by making vegetable oil and consumer products as Western India Vegetable Products Limited Premji became Chairman of the firm leaving other posts others who were into cousin field. By 1996,hands on, or rather, his father dying and son standing in for his father, Azim Premji was the one who took over the helm of Wipro that just began to diversify into information technology (IT) in the 1980s.Through the mini-computer manufacturing stairs in 1981, Wipro made redoubtable progress in the IT domain and helped the sector to turn into the technology-oriented company. The software which was part of Wipro had its divisions included in the organization in the year 1985. In the early 90's, Wipro turned out to the fulfiller of global markets expectations, benefiting from profitable software-outsourcing areas.

INTRODUCTION

Wipro Limited, established in Karnataka, India, is a leader in Information Technology and consulting businesses as well as business process services. The Wipro corporation of M.H. Premji which began its company in 1945 with the name of Western India Vegetable Products Limited, has transformed from a small scale company to one of the leading IT services firms in the world, which provide solutions to companies spanning in 175 cities throughout the globe. Wipro's journey is having its own ups and downs to reach the top of creativity, quality, and customer through maintaining their contentment. For several years the firm has been focused on improving and adding more sophisticated products and services that can keen pace with the ever-changing business world in digital age. Our customer base presently is broadened in technology support services comprising of digital transformation, cloud computing, cyber-security, data analysis, and artificial intelligence, where we are partnering with clients to navigate their way through heavy technological challenges and attain the intended outcomes. Wipro is a vast network of 200000 professionals from different places and different professions that constitute the culture of our current company the collective creativity and inclusion. these factors like sustainability, ethics and corporate social responsibility that the brand can adopt are some of the possible options to go for lifelong ethical behavior. The story of a successful Wipro is in its vast

industry-specific experience, good relationships with leading tech companies, and of course good problem solving skills. The future of business intelligence is fervid as it reflects on the latest achievements in technologies, and the BI best practices that enables organizations to reinvent, restructure, and get competitive in the new age of digital business. We will start with an introduction to the history of Wipro, which will be followed a breakdown of its main elements, product key-points, the company's global presence and the unique role Wipro plays - it helps organizations become digitally-mature and stay ahead of the global curve. OJECTIVES OF WIPRO Wipro, as a leading global IT services company, sets various objectives to

guide its strategic direction and drive sustainable growth. These objectives typically align with the company's mission, vision, and core values and they may evolve over time in response to changes in the business environment. Here are some common objectives of Wipro: 1. Revenue Growth: One of the primary objectives of Wipro is to achieve sustainable revenue growth. This may involve expanding its client base, increasing market share in existing segments, entering new markets, and diversifying its revenue streams through innovation and strategic partnerships. 2. Customer Satisfaction: Wipro places a strong emphasis on customer satisfaction and aims to deliver value-added solutions that meet or exceed clients' expectations. Improving customer satisfaction leads to higher client retention rates, positive referrals, and long-term partnerships. 3.

Innovation and Technology Leadership: Wipro strives to maintain its position as a technology leader by fostering innovation and staying at the forefront of emerging technologies. This involves investing in research and development, nurturing a culture of innovation, and developing cutting-edge solutions that address evolving market needs. 5. Employee Engagement and Development: Wipro recognizes the importance of its workforce in driving success and aims to create a supportive work environment where employees feel engaged, motivated, and empowered to contribute their best. This involves investing in employee development, promoting diversity and inclusion, and fostering a culture of collaboration and innovation. 6.

Sustainability and Corporate Social Responsibility (CSR): Wipro is committed to sustainability and CSR initiatives aimed at creating a positive impact on society and the environment. Its objectives in this area may include reducing environmental footprint, promoting social welfare, and contributing to community development through various initiatives. HISTORY OF WIPRO 1945: In establishment of Wipro Limited, M.H. Premji, served as an elected chairman and as the top producer of vegetable oil. 1970s-1980s: Wipro, in the course of its journey, shifted strategically from hydraulic

cylinders, soaps, lighting products, and eventually into IT business. 1981: Wipro gears up its first course into the IT by rolling out mini-computer. 1985: Wipro developing Wipro Systems(their software arm), enabling them to say hello to software services domain. 1994: It beats the rest as the first Indian computer software company to win this coveted ISO 9001 endorsement.

1998: Induction of Wipro into NYSE would witness increased global visibility due to the company reputation. 2000s: Wipro sees an intense growth and diversification of the company, which is sequentially demonstrated by widening the range of services and geographical expansion activities. 2002: Wipro acquires Spectramind

to reach full range of outsourcing services the company offers, from back office to customer support and all the way to new markets such as healthcare. 2005: Wipro, the company, breaks its old brand identity to introduce the new logo and the slogan that better pictures the new diverse profile of the giant. 2010s: Wipro measures itself through investment in research and bootstrap initiatives in emerging technologies, driving the digital transformation of the industry. 2011: The CEO of Wipro corporate is T.K. Kurien, whose era is the most revolutionary since it starts. 2020: Considering creditability, Wipro, an IT services enterprise, taps a new

CEO, Thierry Delaporte,