

V M V V SANGHA'S



V M K S R VASTRAD ARTS SCIENCE
AND V S BELLIHAL COMMERCE
COLLEGE HUNGUND

Project report entitled

" A PROJECT REPORT ON WIPRO
COMPANY LIMITED "

UNDER GRADUATION OF BACHELOR OF COMMERCE

Submitted by

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B.Com-II Semester

Register Number U15IY22C0026

Under the Guidance of

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2022-23



DECLARATION

I declare that this project report entitled "**A PROJECT REPORT ON WIPRO COMPANY LIMITED**" independent project carried out by me in partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce by the **Rani Channamma University**. The project report has been prepared under the guidance of **.Mr. SHREESHAIL BOMMASAGAR** Coordinator Department of in Commerce, **Rani Channamma University, V M K S R VASTRAD ARTS SCIENCE & VS BELLIHAL COMMERCE COLLEGE HUNGUND.**

I have not submitted his project previously to this university or any other university for the award of any degree.

Date :

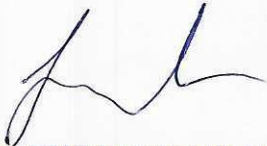
Place :HUNGUND

Pavitra

Miss. PAVITRA R MARATAGERIMATH

CERTIFICATE

This is to certify that **Miss. PAVITRA R MARATAGERIMATH** is a bonafide student of the Department of Commerce, bearing **REG NO : U15IY22C0026** during the academic year 2022-23 has satisfactorily completed the project work entitled "**A PROJECT REPORT ON WIPRO COMPANY LIMITED**" submitted in partial fulfillment of the requirements for the award of the Degree of Commerce by **RANI CHANNAMMA UNIVERSITY** under guidance and supervision by **Mr. SHREESHAIL BOMMASAGAR** And **Prof. B A KANTHI** Head of the Department in Commerce.



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Acknowledgement

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My sincere thanks to all for supporting me in carrying out project report and I also thanks to library staff and all my friends for their co-operation during the course of project work and I am also thankful to printers of their skilful printing this work.

My parents are main soul for my confidence, determination and strength throughout my life. The sweet hopes and wishes have made me able to present this work.

Last but not the least I take this opportunity to thank and remember all my friend si.e., **Shweta, Sahana, Annapoorna** who are with me and who have helped me throughout my life from the place they have resided in making me feel that I am also one among them who can achieve things as we want.

Date :

Place :HUNGUND

Pavitra

Miss. PAVITRA R MARATAGERIMATH

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CHAPTER 1

INTRODUCTION ABOUT THE ORGANISATION & INDUSTRY



wipro

INTRODUCTION

Wipro Ltd. was incorporated in the year 1945. Its today's share price is 282.55. Its current market capitalisation stands at Rs 161719.75 Cr. In the latest quarter, company has reported Gross Sales of Rs. 611376 Cr and Total Income of Rs.638626 Cr. The company's management includes Patrick Lucien Andre Dupuis, Patrick John Ennis, M K Sharma, William Arthur Owens, Ireena Vittal, Azim H Premji, Rishad Azim Premji.

It is listed on the BSE with a BSE Code of 507685 , NSE with an NSE Symbol of WIPRO and ISIN of INE075A01022. It's Registered office is at Doddakannelli, Sarjapur Road, Bengaluru-560035, Karnataka. Their Registrars are ACC Ltd. It's auditors are BSR & Co, BSR & Co LLP, Deloitte Haskins & Sells LLP, NM Rajji & Co

WIPRO GROUP COMPANIES

Wipro Enterprises (P) Limited

Wipro Enterprises (P) Limited (Formerly Azim Premji Custodial Services Private Limited), was incorporated under the Provisions of Companies Act, 1956, is headquartered in Bangalore, India. The Company primarily carries on the businesses of Consumer care products, Domestic & Commercial lighting and Infrastructure engineering which were transferred pursuant to the Scheme of Arrangement of Wipro Limited (“Wipro”) with effect from March 31, 2013, with the appointed date as on April 1, 2012.

Wipro Enterprises (P) Limited comprises of two main divisions

1. Wipro Consumer Care and Lighting (WCCLG)

Wipro Consumer Care and Lighting (WCCLG) is among the top fastest growing FMCG companies in India. It has a strong brand presence in personal care and skin care products in South-East Asia and Middle-East apart from significant market share in identified segments. Today WCCLG has global workforce of 8300 serving over 40 countries. WCCLG business includes multiple product ranges from Personal care (Soaps, Toiletries), Baby care, Wellness Electrical wire devices, Lighting and Modular Office Furniture. To read more on WCCLG, [click here](#).

2. Wipro Infrastructure Engineering (WIN)

Wipro Infrastructure Engineering (WIN) is the largest independent hydraulic cylinder manufacturer in the world, delivering around 2 million cylinders to OEMs in different geographies. WIN has global workforce of over 1,700 committed and skilled people, and 14 state-of-the-art manufacturing facilities across India, Northern Europe, Eastern Europe, US, Brazil and China.

WIN specializes in designing and manufacturing custom Hydraulic Cylinders (double acting, single acting and telescopic cylinders), Actuators and Precision engineered components for infrastructure and related industries such as Construction & Earthmoving, Material/Cargo Handling & Forestry, Truck Hydraulic, Farm & Agriculture, Mining, and Aerospace & Defense. To read more on WIN,

Wipro Enterprises (P) Limited also has two associates

- Wipro GE Healthcare Private Limited



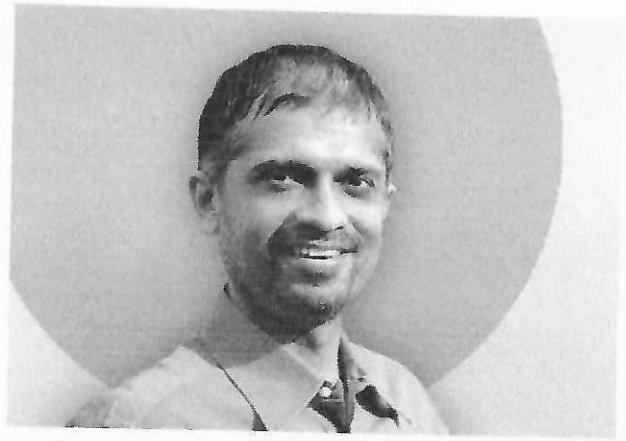
Azim H. Premji
Founder Chairman



Rishad Premji
Chairman



Anand Padmanabhan
President, Business Development



Anurag Behar
*CEO, Azim Premji Foundation
and Strategic Sales*



Bhanumurthy B. M.
President and Chief Operating Officer



Jatin Dalal
Chief Financial Officer



Milan Rao
*President –Innovation &
Technology, and Global Head
- Manufacturing & Communications
Business*



Nalinikanth Gollagunta
President & CEO of GE Healthcare



N. S. Bala
*President, Energy, Natural Resources,
Utilities & Construction*



Pratik Kumar
CEO, Wipro Infrastructure Engineering

Awards and Recognition

- Wipro won the Quest Forum Global Sustainability Awards in the software category for the year 2017.
- Wipro won the Most Admired Knowledge Enterprise (MAKE) Award for the year 2017.
- Wipro won the "Best Internet of Things Solution Partner Award" by Cisco.
- Wipro's Next Generation Customer Experience (NGCE) platform won the "Best Innovation Practices for Science and Technology Service Industry in China" award.
- In the FTSE4Good Index Series in 2017, Wipro has been named a constituent.
- For the year 2017, Wipro was selected as a member of Vigeo Eiris Emerging Market Sustainability Index (the 70 most advanced companies in the Emerging Market Region). In 2018, Wipro received ATD's Best of the BEST Award.
- In March 2017, Wipro was recognized as one of the world's most ethical companies by US-based Ethisphere Institute for the sixth consecutive year.
- In May 2016, it was ranked 755th on the Forbes Global 2000 list.
- Wipro won Gold Award for 'Integrated Security Assurance Service (iSAS)' under the 'Vulnerability Assessment, Remediation and Management' category of the 11th Annual 2015 Info Security PG's Global Excellence Awards.
- Wipro won 7 awards, including Best Managed IT Services and Best System Integrator in the CIO Choice Awards 2015, India
- In 2014, Wipro was ranked 52nd among India's most trusted brands according to the Brand Trust Report, a study conducted by Trust Research Advisory.
- Wipro was ranked 2nd in the Newsweek 2012 Global 500 Green companies.
- Wipro received the 'NASSCOM Corporate Award for Excellence in Diversity and Inclusion, 2012', in the category 'Most Effective Implementation of Practices & Technology for Persons with Disabilities'.
- In 2012, it was awarded the highest rating of Stakeholder Value and Corporate Rating 1 (SVG 1) by ICRA Limited.
- Wipro honored as 2010 Microsoft Country Partner of the Year Award for India.
- It received National award for excellence in Corporate Governance from the Institute of Company Secretaries of India during the year 2004.

HISTORY OF WIPRO:

Early years

The company was incorporated on 29 December 1945 in Amalner, Maharashtra by Mohamed Premji as "Western India Palm Refined Oil Limited", later abbreviated to "Wipro". It was initially set up as a manufacturer of vegetable and refined oils in Amalner, 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 1980s, 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.

1986–1992

In 1988, Wipro added mobile hydraulic cylinders and heavy-duty industrial cylinders to its line of products. A joint venture company with the United States' General Electric in the name of Wipro GE Medical Systems Pvt. Ltd. was set up in 1989 for the manufacture, sales, and service of diagnostic and imaging products. In 1991, tipping systems and Eaton hydraulic products were launched. The Wipro Fluid Power division, in 1992, developed the capability to offer standard hydraulic cylinders for construction equipment and truck tipping systems. The "Santoor" talcum powder and "Wipro Baby Soft" range of baby toiletries were launched in 1990.

1994–2000

In 1995, Wipro set up an overseas design centre, Odyssey 21, for the projects of overseas clients. Wipro Infotech and Wipro Systems were amalgamated with Wipro in April that year. Five of Wipro's manufacturing and development facilities secured the ISO 9001 certification during 1994–95.

In 1999, Wipro acquired Wipro Acer. Wipro released new products such as the Wipro SuperGenius personal computers (PCs). In 1999, the product was the one Indian PC range to obtain US-based National Software Testing Laboratory (NSTL) certification for the Year 2000 (Y2K) compliance in hardware for all models.

Wipro Limited joined with KPN (Royal Dutch telecom) to form a joint venture company "Wipro Net Limited" to provide internet services in India. In 2000 Wipro launched Wipro OSS Smart and Wipro WAP Smart. In the same year, Wipro was listed on the New York Stock Exchange.

2001–2010

In February 2002, Wipro became the first software technology and services company in India to be ISO 14001 certified. Wipro Consumer Care and Lighting Group entered the market of compact fluorescent lamps, with the launch of a range of CFL, under the brand name of Wipro Smartlite. As the company grew, a study revealed that Wipro was the fastest wealth creator for 5 years (1997–2002). It set up a wholly owned subsidiary company (Wipro Consumer Care Limited) to manufacture consumer care and lighting products. In 2004 Wipro joined the billion dollar club. It also partnered with Intel for i-shiksha. In 2006, Wipro acquired cMango Inc., a US-based technology infrastructure consulting firm, and a Europe-based retail provider. In 2007, Wipro signed a deal with Lockheed Martin. It also agreed to acquire Oki Techno Centre Singapore Pte Ltd (OTCS) and signed an R&D partnership contract with Nokia Siemens Networks in Germany.

In 2008, Wipro's entered the clean energy business with Wipro Eco Energy.

2011–2018

In April 2011, Wipro signed an agreement with Science Applications International Corporation (SAIC) for the acquisition of their global oil and gas information technology practice. In 2012, Wipro employed more than 70,000 temporary workers in the United States. In 2012, Wipro acquired Australian Trade Promotions Management firm Promax Applications Group (PAG) for \$35 million. Also, in that year, Wipro Ltd. demerged its consumer care, lighting, furniture, infrastructure engineering (hydraulics and water and medical diagnostic business) into a separate company to be named 'Wipro Enterprises

Ltd'. Prior to demerger, these companies together contributed about 10% of the revenues of Wipro Limited.

In 2014, Wipro signed a 10-year \$1.2 billion contract with ATCO, a Canadian Energy and Utilities corporation based in Calgary, Alberta. This was the largest deal in Wipro's history. In October 2016, Wipro announced that it was buying Appirio, an Indianapolis-based cloud services company for \$500 million. In 2017, the company expanded its operations in London.

In 2017, Wipro Limited won a five-year IT infrastructure and applications managed services engagement with Grameenphone (GP), a major telecom operator in Bangladesh and announced it would set up a new delivery centre there.

In 2018, the company began building software to help with the General Data Protection Regulation (GDPR) in Europe. In March 2018, Wipro said it would be buying a third of Denim Group. In April 2018, the company sold its stake in the airport IT services company JV.

In August 2018, Wipro paid US\$75m to National Grid US as a settlement for a botched SAP implementation that a 2014 audit estimated could cost the company US\$1 billion. Wipro had been hired as systems integrator in 2010, but errors in the rollout, intended to replace an Oracle system, caused serious losses and reputational damage.

To compete with Hindustan Unilever and Procter & Gamble, in May 2018 Wipro Consumer Care and Lighting announced it would increase Indian distribution of its acquired personal care brands Enchanteur and Yardley. Other recent acquisitions included Unza Holdings, LD Waxson, and Zhongshan. On 3 May 2018, it was announced that Wipro was opening manufacturing locations in Andhra Pradesh and Guangzhou. On 4 May 2018, it was reported that Wipro's stock value had been decreasing. The day earlier, it was reported that HCL would likely unseat Wipro that quarter as the third largest Indian IT company, after TCS and Infosys.

2019-2020

In 2019, Wipro Consumer Care and the Ang-Hortaleza Corporation signed a share purchase agreement for the sale of 100% of the latter's stake in the personal care business of Splash Corporation, the companies announced on Monday, 29 April. Wipro partnered with Moogsoft, an AIOps company.

In February 2020, Wipro acquired Rational Interaction, a Seattle-based digital customer experience consultancy.

In July 2020, Wipro announced the launch of its 5G edge services solutions suite built with IBM software systems.

CHAPTER 2

ORGANIZATION PROFILE OF WIPRO

PROFILE OF WIPRO:

Wipro Limited (Wipro) is a global information technology (IT) services company. Wipro provides outsourced research and development, infrastructure outsourcing, business process outsourcing (BPO) and business consulting services. The Company operates in three segments: IT Services, IT Products, Consumer Care and Lighting. The IT Services segment provides IT and IT enabled services to customers. The IT Products segment sells a range of Wipro personal desktop computers, Wipro servers and Wipro notebooks. The Company is also a value added reseller of desktops, servers, notebooks, storage products, networking solutions and packaged software. The Consumer Care and Lighting segment manufactures, distributes and sells personal care products, baby care products, lighting products and hydrogenated cooking oils in the Indian and Asian markets. On June 10, 2011, the Company acquired the Commercial Business Services Business Unit of Science Applications International Corporation (SAIC) ¹.

Wipro Technologies is a global services provider delivering technology driven business solutions that meet the strategic objectives of its clients. Wipro has 55+ 'Centers of Excellence' that create solutions around specific needs of industries. Wipro delivers unmatched business value to customers through a combination of process excellence, quality frameworks and service delivery innovation. Wipro is the World's first CMMi Level 5 certified software services company and the first outside USA to receive the IEEE Software Process

VISION OF WIPRO

The Vision of WIPRO is to 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.

To do continuous effort to enhance people's lifestyle and quality by means of developing new technology in wireless communication.

MISSION

The Mission of WIPRO is to be a RF System Solution Provider, through its innovative research and design works for a new world of broadband wireless communications.

GOALS OF WIPRO

- To support customers who rely on our ability as an advanced RF System Solution Provider
- To build up core competencies through collaboration with technological partners ■ contribute to the Ubiquitous Networking Society by providing chip level RF system solutions

SPIRIT OF WIPRO

- Intensity to win
- Act with sensitivity
- Unyielding integrity

CORE VALUES OF WIPRO

- Outstanding
- Teamwork
- Challenge
- Spirit

CORPORATE CULTURE

Everyday at Wipro is challenging and thought provoking. What is tested is drive, enthusiasm and initiative. New ideas are appreciated and innovation is encouraged. Necessary support is given to transform a good plan into action.

NATURE OF BUSINESSES OF WIPRO

- **IT Services:** Wipro provides complete range of IT Services to the organization. The range of services extends from Enterprise Application Services (CRM, ERP, e-Procurement and SCM) to e-Business solutions.
Wipro's enterprise solutions serve a host of industries such as Energy and Utilities, Finance, Telecom, and Media and Entertainment.
- **Product Engineering Solutions:** Wipro is the largest independent provider of R&D services in the world. Using "Extended Engineering" model for leveraging R&D investment and accessing new knowledge and experience across the globe, people and technical infrastructure, Wipro enables firms to introduce new products rapidly.
- **Technology Infrastructure Service:** Wipro's Technology Infrastructure Services (TIS) is the largest Indian IT infrastructure service provider in terms of revenue, people an

History OF WIPRO

Milestones

Wipro, one of the world's most trusted brands, is a name with a long history. Here's a snapshot of our journey to date:

- Established in 1945 as Western India Vegetable Products Limited in Amalner, Maharashtra
- IPO for capital in February 1946
- Ventured in to the fledgling IT industry in 1981
- Established software products and exports subsidiary, Wipro Systems Ltd. in 1983
- Pioneers in marketing indigenous Personal Computers in 1985
- Established a Joint venture with GE in 1989
- Entered IT services in the 1990s – we were among the pioneers in developing the ODC (Offshore Development Center) concept
- Software business assessed at SEI-CMM Level 5 in 1998
- Listed on NYSE in 2000 (NYSE:WIT)
- The first company in the world to be assessed at PCMM Level 5 in 2001
- Entered the BPO business in 2002
- Entered the Eco-energy business in 2008"

ACHIEVEMENTS OF WIPRO:

- ♣ First Indian IT Service Provider to be awarded Gold-Level Status in Microsoft's Windows Embedded Partner Program.
 - ♣ World's largest independent R&D Services Provider.
 - ♣ World's 1st PCMM Level 5 software company.
 - ♣ World's 1st IT Services Company to use Six Sigma.
 - ♣ The first to get the BS15000 certification for its Global Command Centre.
 - ♣ Among the top 3 offshore BPO service providers in the world.
 - ♣ Only Indian company to be ranked among the 'Top 10 Global Outsourcing Providers' in the IAOP-Fortune Global 100 listings.
 - ♣ First company in the world to be certified in BS 7799 (2002) security standards.
- Wipro won the Quest Forum Global Sustainability Awards in the software category for the year 2017.
 - Wipro won the Most Admired Knowledge Enterprise (MAKE) Award for the year 2017.
 - Wipro won the "Best Internet of Things Solution Partner Award" by Cisco.
 - Wipro's Next Generation Customer Experience (NGCE) platform won the "Best Innovation Practices for Science and Technology Service Industry in China" award.
 - In the FTSE4Good Index Series in 2017, Wipro has been named a constituent.
 - For the year 2017, Wipro was selected as a member of Vigeo Eiris Emerging Market Sustainability Index (the 70 most advanced companies in the Emerging Market Region)

FINANCIAL RESULTS

Wipro reported a 61% rise in third-quarter profit as it added new clients and made improvements in its pricing structure.

Net income under U.S. accounting rules rose to 4.27 billion rupees (\$98 million) in the three months ended Dec. 31, from 2.66 billion rupees (\$61 billion) a year earlier, slightly higher than analysts expected. Revenues rose 34 percent in the period.

Wipro said it was able to charge new clients more for higher-margin services. The company added 26 clients in the quarter at the unit serving customers outside Asia-Pacific, boosting sales to 20.9 billion rupees (\$479 million) from 15.6 billion rupees (\$357 million) a year earlier.

However, gains from price increases were offset by increasing salaries and a huge turnover in staff in its business process outsourcing (BPO) division. The company continues to use currency hedging to offset the rising rupee but said the rupee's rise against the dollar remains a challenge.

"Looking forward, the environment we see is one of strong volume growth with prices moving in a narrow band," Wipro Chairman Azim Premji said. "The rupee appreciation will pose an additional challenge in sustaining profitability. "

Wipro expects fourth-quarter revenue to rise to \$370 million from last quarter's \$367 million. Wipro added 2,274 employees at the unit serving customers outside Asia-Pacific in the quarter, bringing its total workforce to 39,337.

Wipro's larger rivals Tata Consultancy and Infosys this month both reported profit gains of more than 50 percent for the quarter.

Tata Consultancy's net income rose 54 percent on sales 38 percent higher. Infosys said profit rose 52 percent from a year earlier as sales gained 49 percent to 18.8 billion rupees.

The two companies together added about 4,800 workers in the quarter Knowledge Management in WIPRO:

Since its inception, Wipro, with its open culture, has believed in cultivating knowledge and with its business expanding, it has become all the more critical to get knowledge intensive, and implement an enterprise wide KM system. Since there is no accepted standard framework for KM, Wipro has evolved a framework in accordance with its needs, to achieve its business vision. It has been designed to build on the existing efforts in the organization and enhance the culture of knowledge sharing and utilization. To build and sustain a KM system, a cultural change in the propensity to share knowledge is fundamental, which is the most difficult part of knowledge management. An organization should be able to induce the requisite behavioural change among people who are the contributors and users of knowledge. It requires strong leadership to bring in cultural changes, set the right direction, and continuously monitor progress. Using appropriate rewards and recognition programmes is also necessary. This framework encourages both bottom-up and top-down approaches to accelerate the culture change.

Wipro's KM Practices

Wipro follows meticulous KM practices in order to excel in its ITeS business.

Some of the best practices followed by Wipro Technologies are:

KM servers are maintained for each and every individual development centre, which integrates with Wipro's main KM server. Each and every individual employee will have read only access to this database and authors will have the read/write permissions for their respective articles.

Each and every team is having KM lead who administers the team's KM database. KM leads collect the information from all members of the team and are responsible for editing them and uploading them into central KM database of Wipro.

Weekly KM meetings are held by each and every team. Apart from trainings given to fresher's; various discussions and brain storming sessions are conducted

NSE-I:WIPRO Future Profit May 7th 18

NSEI:WIPRO Future Profit May 7th 18

This results in an annual growth rate of 6.70% based on the most recent earnings level of 00.08B to the final forecast of 07.40B by 2021. EPS reaches 21.1 in the final year of forecast compared to the current 16.86 EPS today. The primary reason for earnings growth is due to cost-cutting initiatives, since top-line is predicted to rise at a slower pace than earnings. Margins is currently sitting at 14.70%, which is expected to expand to 15.40% by 2021.

Next Steps:

Future outlook is only one aspect when you're building an investment case for a stock. For Wipro, there are three essential factors you should further examine:

1. **Financial Health:** Does it have a healthy balance sheet? Take a look at our [free balance sheet analysis with six simple checks](#) on key factors like leverage and risk.
2. **Valuation:** What is Wipro worth today? Is the stock undervalued, even when its growth outlook is factored into its intrinsic value? The [intrinsic value infographic in our free research report](#) helps visualize whether Wipro is currently mispriced by the market.

Other High-Growth Alternatives : Are there other high-growth stocks you could be holding instead of Wipro? Explore [our interactive list of stocks with large growth potential](#) to get an idea of what else is out there.

CHAPTER 3

MCKENSY'S 7S FRAMEWORK OF WIPRO

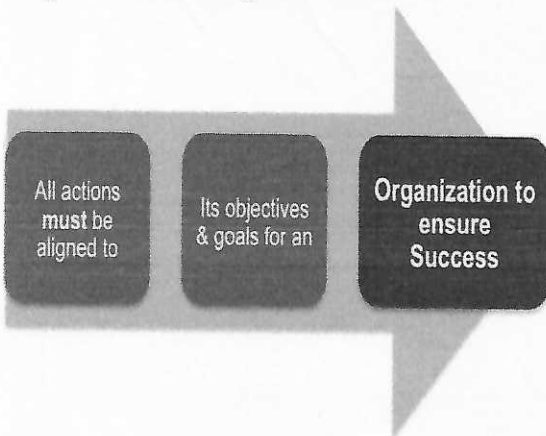
PORTER'S FIVE FORCE MODEL OF WIPRO

MCKINSEY 7s FRAMEWORK:



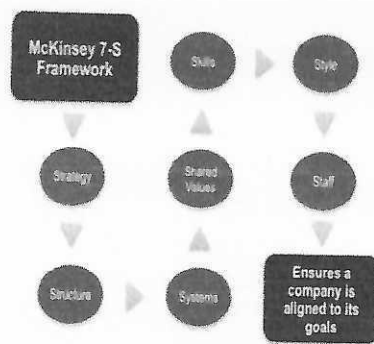
The McKinsey 7-S Framework

Every organization needs to have specific objectives, or goals, that it is striving to achieve. Without these targets in place, it is easy for a business to just 'wander' from day to day, without ever making any headway in the market. If your company is going to not just scrape by, but actually thrive moving forward, you want to have clear and measurable objectives that you are working to achieve.



Of course, it is one thing to have objectives in mind that you would like to reach – but it is another thing entirely to actually have your organization aligned correctly in order to achieve those goals. No matter what size of organization you happen to be running, it is imperative that all actions within the company are designed to help move closer and closer to your stated goals. It is common for businesses to 'lose their way' while trying to do too much, or too many different things. The businesses that are successful in the end tend to be those who work cohesively as a unit to check off goals one at a time.

With that in mind, one of the best business models available to help you stay on the same page throughout your company is the McKinsey 7-S Framework.



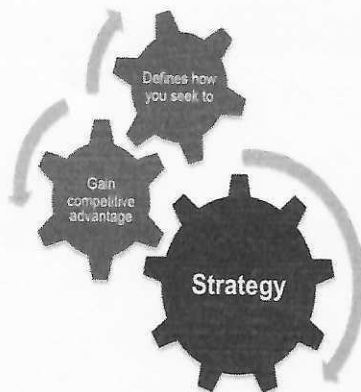
As the name would indicate, there are seven components to this model, each beginning with the letter 's'. Those components are as follows –

- Strategy
- Structure
- Systems
- Shared Values
- Skills
- Style
- Staff

Each of these plays an important role in the ultimate destination of the company over the long run. If you are out of alignment within your business on even one or two of these points, there could be trouble waiting ahead. Below, we are going to take a quick look at each of these seven components to better understand how they impact the direction of the company as a whole.

Strategy

This one should be pretty self-explanatory, as all organizations should have a clearly defined strategy in place for how they are going to beat the competition. If you don't have a good strategy already in place for your business, that should quickly become one of your top



priorities.

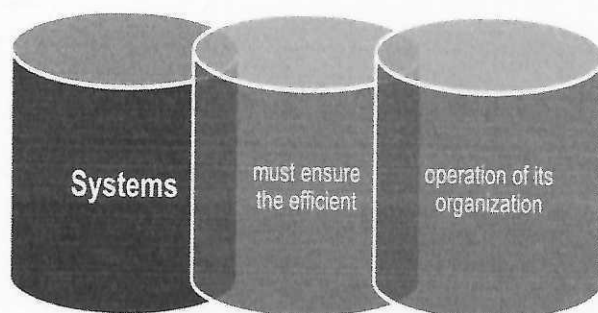
You have to seek out and obtain some kind of competitive advantage in the market if you are going to consistently bring in revenue and grow your company. Some basic strategy examples are entering the market at the lowest possible price point, or entering the market with a high-quality, high-priced item.

Structure

The design of your organization from a structural standpoint has a lot to do with how successful you can be in reaching your goals. Who answers to whom within the company? How do the various departments interface with one another? There needs to be a clearly defined structure in place to make sure that time is not wasted trying to determine who can make decisions on a given matter.

Systems

Each day, business is conducted within your office in a certain fashion. The way things are done can be referred to as the systems that you have in place. Obviously, it is a big advantage to be as efficient as possible when it comes to the design and execution of your systems.



Are employees wasting time doing tasks that are redundant in nature? Are you spending too much money on outsourcing a task that could actually be done in-house? Refining systems is an important part of your organizational success.

Shared Values

You can think of this point as being 'what the company is all about'. Some organizations strive to produce the highest quality products on the market, and that is a mission that is shared throughout the business. Or, other companies may strive to do their work in a way that not only makes money, but also does good things for the environment or the community (or some other 'greater good').

Style

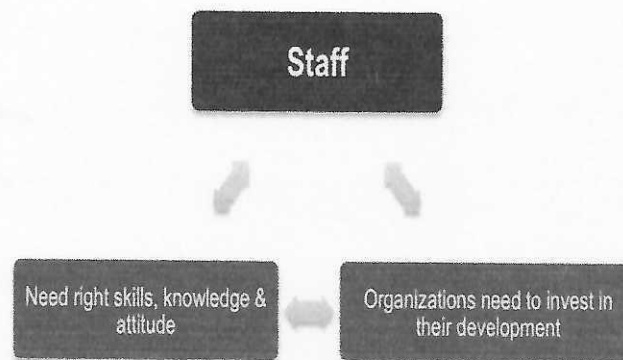
You want to have a clearly established leadership style within the business to ensure that all employees know what to expect, and know what is expected of them. Some companies are run tightly, with plenty of oversight and control in place. Others choose to put more trust in their employees to get the job done without assistance.



The right choice for your business likely depends on the specific industry you are in, as well as the skill of those employed by the company.

Staff

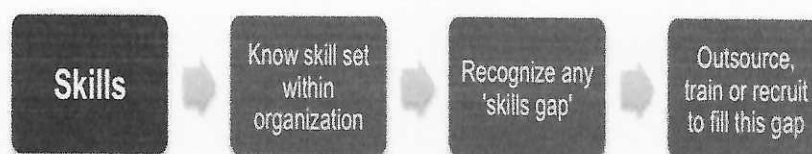
Speaking of employees, they naturally play a large role in this equation as well. With the right people in place, working toward the goals of the organization should become a relatively easy task. However, if your company lacks the skills in key areas to get the job done right, you may struggle even if you are hitting on the other six points on this list.



will help you to get the most from your employees. There is no substitute for talented and invested employees. Also, experience is a critical part of having a quality team, so keeping people around for many years

Skills

What skills do you have available to you within the staff that is currently assembled? What are they capable of, and where are they lacking? Knowing the skills that you have on hand will help you make hiring decisions, as you can choose new employees who 'fill in the gaps' that exist in your current team.



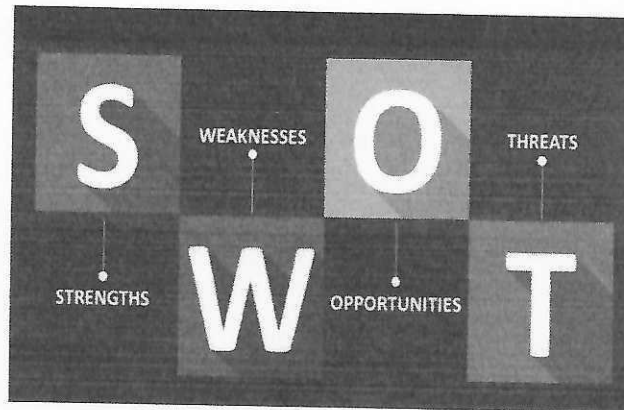
need and you can do so with a thought toward getting help in areas where your own team is less-capable.

Working through the McKinsey 7-S Framework is a great way to gain an overall understanding of your business and what it is capable of achieving. By having clear organizational goals in place, and then using this framework to understand where you are headed, it should be possible to make adjustments as necessary to steer the business in the right direction. Success doesn't happen. Also, you may decide to outsource some of your work from time to time based on by accident in the real world – it happens through hard work, careful planning, and a commitment to reaching the ultimate objective of the organization

CHAPTER 4

SWOT ANALYSIS

SWOT ANALYSIS:



Strengths:

- Skilled manpower: Diversified skill base across service lines, delivery capabilities and client satisfaction.
- Commitment to go the extra mile
- Research and Development: Technological partnership with other software companies
- Low cost advantage: Ability to continually reduce the cost of services (Wipro Ltd et al., 2009).
- Company with zero promoter pledge
- Annual Net Profits improving for last 2 years
- Company with Low Debt
- Growth in Net Profit with increasing profit Margin (QoQ)
- Efficient in managing Assets to generate profits ROA improving since last 2 year
- Effectively using its capital to generate Profit RoCE improving in last 2 years
- High Piotroski Score – Companies with strong financials

Continuous innovation: Wipro Technologies has an efficient research and development facility that meets the global standards. In this regard, it continues to create new goods and services that attract the attention of new customers as well as shareholders in the market. The company has been able to achieve great milestones in product development. It has a vast customer base. Having a large customer base across the world gives Wipro an upper hand to increase its revenue due to its strong brand image (Wipro Ltd., 2017). For example, over 90% software solutions, an implication that there is ever increasing demand for its services or products. Skilled employees: the HR practices at the company has made it easier for Wipro to remain its employees. For example, the recent changes in HR policies are suitable and sustainable for employees. The overall attrition rate has significantly improved over the last quarter. Economies of scale: the company also positions itself in the IT market as a low-cost provider. This strength has made the company to achieve a lot in terms of increased customer base. Economies of scale is allowed to clients who buy services or products in large scale. Customer satisfaction: this is made possible through quality product and delivery capabilities. Wipro Technologies gives quality a top most priority because it is committed to ensuring customer satisfaction (Sharma, 2011). As a result, the clients have registered their satisfaction with the company. Eco-friendly products: innovation is the order of the day at Wipro Technologies, and it has enabled the company to gain value propositions (Wipro Ltd., 2017). It advocates for reusable computer peripherals as well as less toxic material used in its production process.

Weaknesses:

- Not a proactive company: Domestic market was huge but was underdeveloped
- Small player in global market: No exposure to standard work
- Limited domain: Wipro provided very limited number of services (Wipro Ltd et al., 2009).
- Promoter decreasing their shareholding
- Declining Net Cash Flow : Companies not able to generate net cash

Overdependence of mature markets: this poses a risk to the company because the domestic market is huge, yet it remains to be underdeveloped. Secondly, the company shies away from making a business investment (Sharma, 2011). For example, it does not encourage joint investment with the customer. Instead, it prefers executing the business given out by the client. Strong concentration on the process: Wipro Company is very much focused on the process and not the people (Wipro Ltd., 2017). As a result, delays have been common especially during decision-making process by the top management. Precarious top management: frequent changes in top management is one area that the company is doing badly (Wipro Ltd., 2016). For example, the managing director has to abide by Premji's vision, and this gives rise to conflict in top management. Making changes in the top management disorients the operations of the middle and upper-level management.

Opportunities:

- Huge global market: The Company has entered into the global market so now it's the biggest opportunity available to the company.
- Huge Potential in Domestic Market (Wipro Ltd et al., 2009).
- Companies with 10% increase in share price over three months, with rising net profit growth
- Brokers upgraded recommendation or target price in the past three months
- 30 day SMA, and current price greater than open
- High Momentum Scores (Technical Scores greater than 50)
- Volume Shockers
- Stocks near 52 week high with significant volumes

Consultancy area: Wipro Consultancy is believed to be one of the best in the IT industry. The company is therefore in a position to achieve more especially with its large customer base (Wipro Ltd., 2017). Emerging technology: since it boasts of skilled employees, the latter can make good use of technologies to create new products or services that satisfy the varied needs of the consumers (Sharma, 2011). Huge global and potential domestic market: as a global company, Wipro can take advantage of global opportunities to increase its market share (Wipro Ltd., 2017). On the other hand, it has the capacity to capture to domestic Indian IT industry, another opportunity to expand.

Threats:

- Competition by Indian companies in domestic market
- Presence of big companies in global market
- Exchange rate: This can be a threat to the company as the company is making profits due to the high exchange rate and if this rate comes down in future it can lead to a major problem for the company (Wipro Ltd et al., 2009).
- Indian stocks that could be impacted by Brexit (leaving the EU)
- Companies with high market cap, lower public shareholding
- Stocks with Expensive Valuations according to the Trend line Valuation Score
- Increasing Trend in Non-Core income.

The high cost of human capital: due to high attrition rate in the IT industry, recruiting people can be very costly. This can affect the profitability of the firm (Wipro Ltd., 2017). Stiff competition. The level of competition in the IT market is very high. As a result, firms will always compete for the buyers. It requires a unique differentiation strategy in order to penetrate the market (Sharma, 2011). Exchange rate: due to economic changes, exchange rates are affected either. For example, high exchange rates impact negatively on the firm's profits and vice versa.

CHAPTER 5

ANALYSIS OF FINANCIAL STATEMENTS



BALANCE SHEET OF WIPRO Ltd

Parameter	MAR'19 (₹ Cr.)	MAR'18 (₹ Cr.)	YoY %Change
EQUITY AND LIABILITIES			
Share Capital	1,206.80	904.80	33.38%
Share Warrants & Outstandings			
Total Reserves	47,923.50	41,180.60	16.37%
Shareholder's Funds	49,392.00	42,262.60	16.87%
Long-Term Borrowings			
Secured Loans	15.20	53.90	-71.80%
Unsecured Loans	6.80	18.50	-63.24%
Deferred Tax Assets / Liabilities	-380.60	-405.70	-6.19%
Other Long Term Liabilities	311.70	229.60	35.76%
Long Term Trade Payables	0.00	0.00	0.00%
Long Term Provisions	1,117.40	1,024.50	
Total Non-Current Liabilities	1,070.50	920.80	16.26%
Current Liabilities			
Trade Payables	4,765.50	4,176.20	14.11%
Other Current Liabilities	4,679.40	4,522.50	
Short Term Borrowings	5,052.20	4,647.70	
Short Term Provisions	1,647.50	1,689.50	-2.49%
Total Current Liabilities	16,144.60	15,035.90	
Total Liabilities	66,607.10	58,219.30	14.41%

ASSETS			
Non-Current Assets	0.00	0.00	0.00%
Gross Block	11,922.40	11,360.70	
Less: Accumulated Depreciation	7,521.40	6,993.70	
Less: Impairment of Assets	0.00	0.00	0.00%
Net Block	4,401.00	4,367.00	
Lease Adjustment A/c	0.00	0.00	0.00%
Capital Work in Progress	2,112.70	1,290.60	63.70%
Intangible assets under development	0.00	0.00	0.00%
Pre-operative Expenses pending	0.00	0.00	0.00%
Assets in transit	0.00	0.00	0.00%
Non Current Investments	8,250.30	5,841.60	41.23%
Long Term Loans & Advances	2,765.60	2,541.50	
Other Non Current Assets	1,347.10	1,211.30	11.21%
Total Non-Current Assets	18,876.70	15,252.00	23.77%
Current Assets Loans & Advances			
Currents Investments	21,998.80	24,841.20	-11.44%
Inventories	340.30	294.30	15.63%
Sundry Debtors	9,046.30	9,502.00	-4.80%
Cash and Bank	10,390.20	2,322.00	347.47%
Other Current Assets	4,772.20	4,863.10	-1.87%
Short Term Loans and Advances	1,182.60	1,144.70	3.31%
Total Current Assets	47,730.40	42,967.30	11.09%
Net Current Assets (Including Current Investments)	31,585.80	27,931.40	13.08%
Total Current Assets Excluding Current Investments	25,731.60	18,126.10	41.96%
Miscellaneous Expenses not written off	0.00	0.00	0.00%
Total Assets	66,607.10	58,219.30	14.41%
Contingent Liabilities	1,418.40	1,821.70	-22.14%
Total Debt	5,127.90	5,802.80	-11.63%
Book Value (in ₹)	81.42	93.03	-12.47%
Adjusted Book Value (in ₹)	81.42	69.77	16.70%

FINANCIAL STATEMENTS OF WIPRO



Result in NEW FORMAT

KEY FINANCIAL RATIOS OF WIPRO (in Rs. Cr.)

MAR 20 MAR 19 MAR 18 MAR 17 MAR 16

PER SHARE RATIOS

Basic EPS (Rs.)	14.88	12.67	16.26	33.61	33.38
Diluted EPS (Rs.)	14.84	12.67	16.23	33.51	33.31
Cash EPS (Rs.)	17.19	14.17	19.31	37.89	36.74
Book Value [ExclRevalReserve]/Share (Rs.)	81.31	81.86	93.42	192.16	166.87
Book Value [InclRevalReserve]/Share (Rs.)	81.31	81.86	93.42	192.16	166.87
Dividend / Share(Rs.)	1.00	1.00	1.00	2.00	6.00
Revenue from Operations/Share (Rs.)	88.22	79.75	98.83	189.46	180.86
PBDIT/Share (Rs.)	22.20	18.78	25.27	50.21	48.65
PBIT/Share (Rs.)	20.20	17.23	23.03	45.90	45.11
PBT/Share (Rs.)	19.27	16.36	22.18	43.97	42.88
Net Profit/Share (Rs.)	15.19	12.62	17.07	33.58	33.19

PROFITABILITY RATIOS

PBDIT Margin (%)	25.16	23.54	25.57	26.50	26.90
PBIT Margin (%)	22.89	21.60	23.30	24.22	24.94
PBT Margin (%)	21.83	20.51	22.44	23.20	23.71
Net Profit Margin (%)	17.22	15.82	17.27	17.72	18.35
Return on Networth / Equity (%)	18.68	15.41	18.27	17.47	19.89
Return on Capital Employed (%)	23.62	20.44	23.87	22.61	18.75
Return on Assets (%)	13.29	11.36	13.16	12.92	13.91
Total Debt/Equity (X)	0.11	0.10	0.11	0.13	0.16
Asset Turnover Ratio (%)	77.18	71.82	76.20	72.91	75.82

LIQUIDITY RATIOS

Current Ratio (X)	2.78	2.96	2.86	3.52	2.98
Quick Ratio (X)	2.77	2.94	2.84	3.50	2.94

Inventory Turnover Ratio (X)	289.53	141.42	151.92	129.38	84.91
Dividend Payout Ratio (NP) (%)	7.93	7.16	7.05	10.75	43.49
Dividend Payout Ratio (CP) (%)	7.01	6.38	6.23	9.52	39.30
Earnings Retention Ratio (%)	92.07	92.84	92.95	89.25	56.51
Cash Earnings Retention Ratio (%)	92.99	93.62	93.77	90.48	60.70

VALUATION RATIOS

Enterprise Value (Cr.)	106,910.4 1	148,400.1 5	129,726.0 8	127,904.1 2	137,462.8 2
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EV/Net Operating Revenue (X)	2.12	3.08	2.90	2.78	3.08
EV/EBITDA (X)	8.43	13.10	11.35	10.48	11.44
MarketCap/Net Operating Revenue (X)	2.23	3.19	2.85	2.72	3.11
Retention Ratios (%)	92.06	92.83	92.94	89.24	56.50
Price/BV (X)	2.42	3.11	3.01	2.68	3.38
Price/Net Operating Revenue	2.23	3.19	2.85	2.72	3.11
Earnings Yield	0.08	0.05	0.06	0.07	0.06



Result in OLD FORMAT

KEY FINANCIAL RATIOS OF WIPRO (in Rs. Cr.)	MAR '20	MAR '19	MAR '18	MAR '17	MAR '16
INVESTMENT VALUATION RATIOS					
Face Value	2.00	2.00	2.00	2.00	2.00
Dividend Per Share	1.00	1.00	1.00	2.00	6.00
Operating Profit Per Share (Rs)	16.92	14.52	19.79	39.31	37.68
Net Operating Profit Per Share (Rs)	83.54	79.76	98.83	189.43	180.84
Free Reserves Per Share (Rs)	--	--	--	--	--

Bonus in Equity Capital	99.86	99.86	99.85	96.30	96.30
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PROFITABILITY RATIOS

Operating Profit Margin(%)	20.24	18.20	20.02	20.75	20.83
Profit Before Interest And Tax Margin(%)	17.14	15.43	16.82	17.47	17.79
Gross Profit Margin(%)	17.98	16.26	17.75	18.47	18.87
Cash Profit Margin(%)	18.57	16.86	18.51	18.91	19.15
Adjusted Cash Margin(%)	18.57	16.86	18.51	18.91	19.15
Net Profit Margin(%)	17.22	15.82	17.27	17.72	18.35
Adjusted Net Profit Margin(%)	16.41	15.02	16.36	16.76	17.30
Return On Capital Employed(%)	22.42	19.08	22.17	21.09	23.25
Return On Net Worth(%)	18.68	15.41	18.27	17.47	19.89
Adjusted Return on Net Worth(%)	18.68	15.41	18.27	17.47	19.89
Return on Assets Excluding Revaluations	76.99	81.86	93.42	192.13	166.86
Return on Assets Including Revaluations	76.99	81.86	93.42	192.13	166.86
Return on Long Term Funds(%)	24.83	21.03	24.60	23.31	26.30

LIQUIDITY AND SOLVENCY RATIOS

Current Ratio	1.26	1.34	1.37	1.50	1.71
Quick Ratio	2.13	2.35	1.85	2.17	2.49
Debt Equity Ratio	0.11	0.10	0.11	0.13	0.16
Long Term Debt Equity Ratio	--	--	--	0.02	0.03

DEBT COVERAGE RATIOS

Interest Cover	21.57	19.80	27.11	23.84	20.27
Total Debt to Owners Fund	0.11	0.10	0.11	0.13	0.16
Financial Charges Coverage Ratio	23.70	21.58	29.75	26.07	21.86
Financial Charges Coverage Ratio Post Tax	19.35	17.29	23.74	20.68	17.50

MANAGEMENT EFFICIENCY RATIOS

Inventory Turnover Ratio	289.53	141.42	151.92	129.38	84.91
Debtors Turnover Ratio	5.06	4.78	5.07	5.57	5.40
Investments Turnover Ratio	0.98	0.88	151.92	129.38	84.91
Fixed Assets Turnover Ratio	3.90	4.30	4.19	4.44	4.60
Total Assets Turnover Ratio	1.01	0.89	0.96	0.88	0.94
Asset Turnover Ratio	0.95	0.95	0.90	0.91	1.01
Average Raw Material Holding	--	--	--	--	--
Average Finished Goods Held	--	--	--	--	--
Number of Days In Working Capital	50.66	67.16	3.87	16.21	53.87

PROFIT & LOSS ACCOUNT RATIOS

Material Cost Composition	1.58	2.37	3.28	4.74	5.94
Imported Composition of Raw Materials Consumed	--	--	--	--	--
Selling Distribution Cost Composition	0.44	0.47	--	--	0.49
Expenses as Composition of Total Sales	91.41	92.38	87.63	87.73	90.61

CASH FLOW INDICATOR RATIOS

Dividend Payout Ratio Net Profit	7.93	7.16	7.05	10.75	43.49
Dividend Payout Ratio Cash Profit	7.01	6.38	6.23	9.52	39.30
Earning Retention Ratio	92.07	92.84	92.95	89.25	56.51
Cash Earning Retention Ratio	92.99	93.62	93.77	90.48	60.70
AdjustedCash Flow Times	0.51	0.59	0.54	0.67	0.74