



Spirit of Wipro

Intensity to Win

- Make customers successful
- Team, Innovate, Excel

Act with Sensitivity

- Respect for the individual
- Thoughtful and responsible

Unyielding Integrity

- Delivering on commitments
- Honesty and fairness in action

Spirit of Wipro

- Wipro has been built on a foundation of Values.
 - 1971:Wipro Beliefs
 - 1998:Wipro Promise
 - 2006: Spirit of Wipro
- Spirit of Wipro is the contemporary articulation of this never changing core. Over 28,000 Wiproites contributed to this process.
- The Spirit is rooted in current reality. It is also aspirational.
- To realize the Spirit, every Wiproite must live the Spirit each day... by manifesting Intensity to Win, Acting with Sensitivity, and being Unyielding on Integrity.

Intensity to Win

Make customers successful

Team, Innovate, Excel

- It is the desire to stretch, to challenge limits.
- It is working together to create synergy.

I win when my team wins; my teams wins when Wipro wins; Wipro wins when its customers & stakeholders win.

- It is innovating all the time. It is the continuous endeavour to do better than last time.
- It is the Spirit of fortitude, of unrelenting excellence.

Act with Sensitivity

Respect for the individual

Thoughtful and responsible

- It is understanding that every human being, however different, is equal.
- It is trusting that every individual is driven by learning, would like to grow in ability & competence, and strives for a meaningful life.
- It is living in harmony with our ecology.
- It is being a responsible citizen; it is acting with thoughtfulness and empathy.

Unyielding Integrity

Delivering on commitments

Honesty and fairness in action

- Integrity is the beacon that guides us. It is being ethical beyond doubt. It is living the law of the land, in Spirit and action.
- It is the commitment to searching for and acting on the truth.
- It is delivering on the commitments we make. Our word must become our deed.
- It is establishing the foremost standards of honesty & fairness, without compromise... ever.

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