



LCMB7004 Poster presentation

MR. AZIM PREMJI

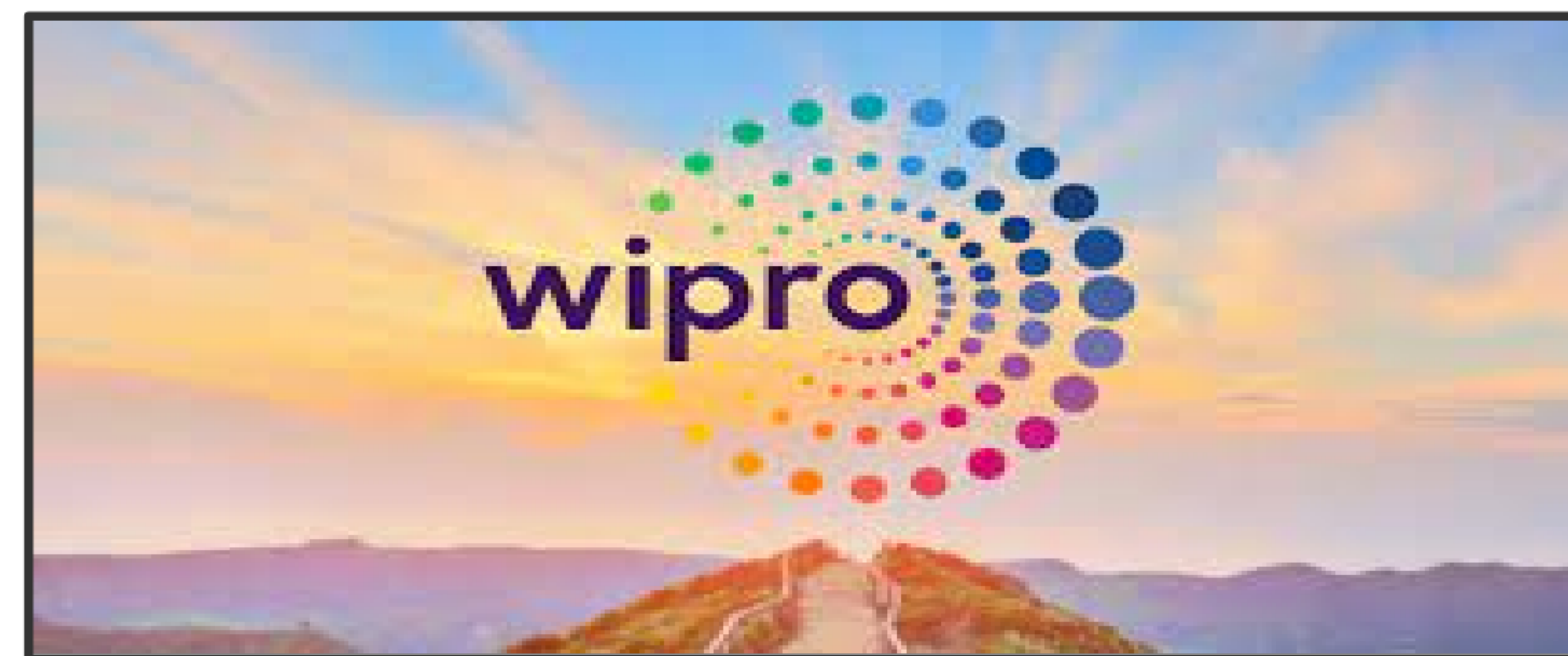
Introduction

Azim Premji was born on July 24, 1945, and is a philanthropist and business tycoon. Wipro Limited was founded in 1985 by him and has been the company's chairman since then.

As a result of his leadership, Wipro has grown exponentially to become one of the largest players in the IT industry.

Businessman Premji is widely recognised for his skills and commitment to corporate social responsibility.

A significant segment of the philanthropist's wealth has been donated to educational and social organisations.



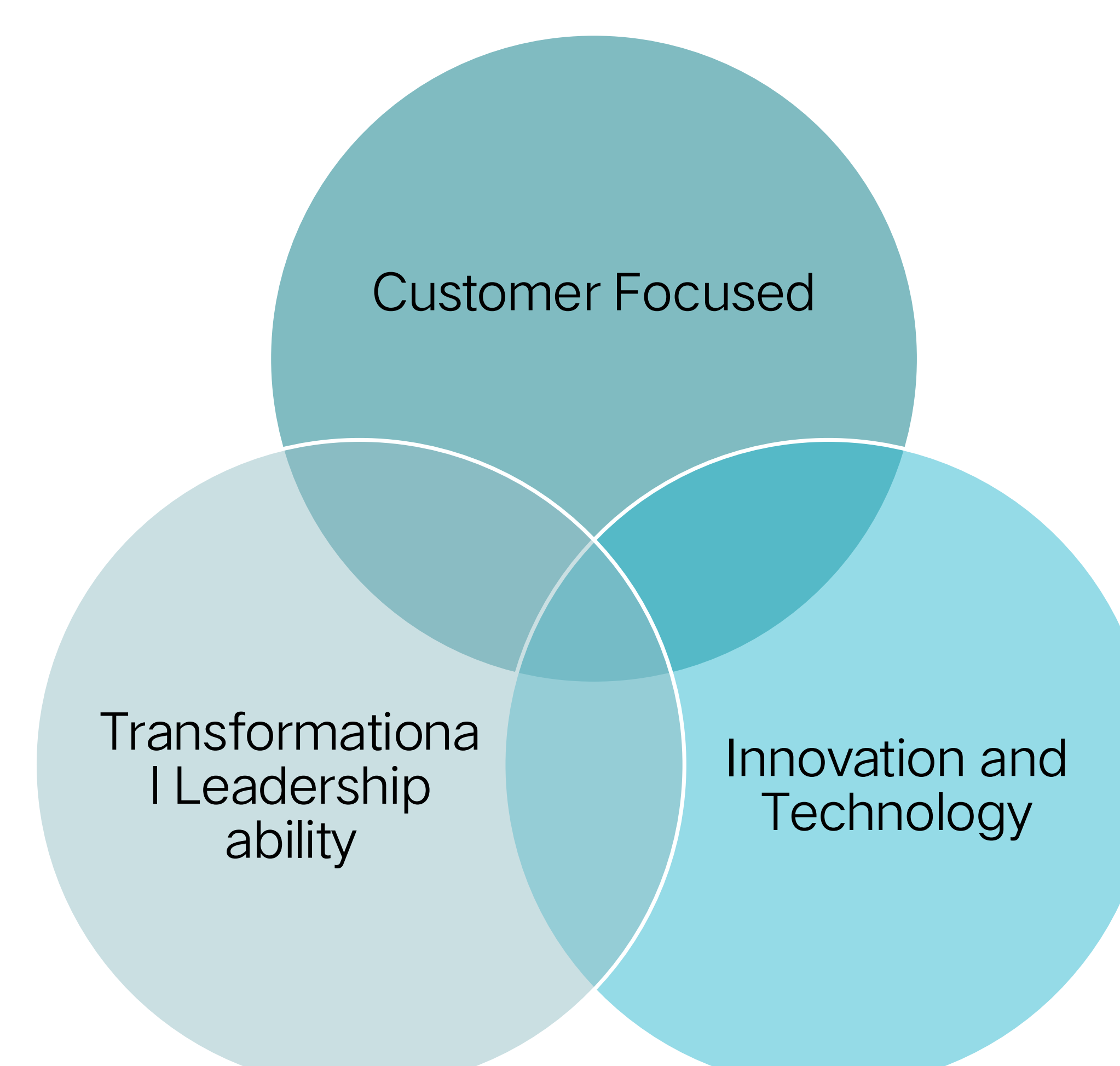
Entrepreneurial Abilities

Leadership: Premji's leadership and strategic vision enabled Wipro to flourish in an ever-changing market.

Analytical ability: he made in research and development has enabled him to remain at the forefront of technological advancements.

CSR ability: Premji has demonstrated an ongoing commitment to corporate social responsibility throughout his career as an entrepreneur. To improve education and social welfare, he founded the Azim Premji Foundation.

Marketing Strategy



Contribution to the Economy

His leadership has led to Wipro's rapid international expansion, providing IT services and solutions to multinational clients across various industries.

Apart from stimulating the global economy, Wipro's international operations foster cross-border collaboration.

As one of India's leading technology companies, Wipro has helped position the country as a regional leader in technology, attracting foreign investment and driving export revenue growth.

Perseverance

It is a quality of mind and character that allows one to keep focused and determined despite setbacks, obstacles and to continue pursuing one's goals and objectives regardless of the circumstances.

When faced with a challenging journey or uncertain outcome, a resilient attitude involves perseverance.

Azim Premji has demonstrated perseverance throughout his entrepreneurial career.

References

Biography of Azim Premji: Wipro Limited. (n.d.). Retrieved from <https://www.wipro.com/about-wipro/leadership/azim-premji/>

Wipro's Market Expansion: Wipro Limited. (n.d.). Retrieved from <https://www.wipro.com/about-wipro/company-milestones/>

Customer Focus Strategy: Kapoor, A., & Ajay, S. (2014). Customer-centric marketing strategies: A study with reference to Wipro Technologies. Journal of Business Management & Social Sciences Research, 3(3), 41-48.

Innovation and Technology: Wipro Research and Development. (n.d.). Retrieved from <https://www.wipro.com/research-and-development/>

Global Expansion Strategy: "Wipro Acquires US-Based Appirio, A Global Cloud Services Company," Wipro Limited, October 2016. Retrieved from <https://www.wipro.com/newsroom/press-releases/2016/wipro-acquires-us-based-appirio-a-global-cloud-services-company/>

"One cannot change what happened yesterday, but one can begin to change"

PRIVATE FUNDING IN PHILANTHROPY (including family businesses)

Financial Year & Total Funding (₹ cr)



© BCCL 2023. ALL RIGHTS RESERVED.

Source: India Philanthropy Report 2019, Bain & Co