



**NIIT Limited**

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August 05, 2024

**The Manager**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai 400 001

**The Manager**  
**National Stock Exchange of India Ltd**  
Exchange Plaza, Bandra Kurla Complex  
Bandra (E), Mumbai – 400 051

**Subject: Press Release for “NIIT Ltd. Appoints Anshumaan Prasad as Head of Marketing”**

**Scrip Code: BSE – 500304; NSE – NIITLTD**

Dear Sir,

Please find enclosed a copy of the press release for “**NIIT Ltd. Appoints Anshumaan Prasad as Head of Marketing**”.

This is for your information and records.

Thanking you,  
**Yours sincerely,**  
For **NIIT Limited**

**Arpita B Malhotra**  
**Company Secretary &**  
**Compliance Officer**

**Encls: a/a**

## NIIT Ltd. Appoints Anshumaan Prasad as Head of Marketing

**New Delhi, 5, August 2024** – NIIT Ltd., a leading skills and talent development corporation announced the appointment of Mr. Anshumaan Prasad as its new Head of Marketing. In his role, Anshumaan will lead NIIT Limited's marketing strategy and initiatives, driving growth and enhancing the brand's presence in the industry.

Anshumaan comes with more than 13 years of experience across FMCG, FMCD, and Tech sectors, having worked with organizations such as HUL and Amazon. During his stints, he has displayed proven expertise in helping navigate businesses through various growth stages, managing resource constraints, and propelling market-leading brands. Throughout his career, Anshumaan has demonstrated a keen ability to develop and execute successful marketing campaigns, build strong brands, and lead high-performing teams.

Commenting on the appointment, **Mr. Pankaj Jathar, Chief Executive Officer, NIIT Ltd.**, stated, *"We are thrilled to welcome Anshumaan to the NIIT family. His exceptional track record in driving transformative marketing strategies, combined with his strategic acumen, positions him perfectly to lead NIIT's growth initiatives."*

Anshumaan has a rich and diverse background, holding a dual degree from IIT Kharagpur and an MBA from IIM Bangalore. Before joining NIIT, he was a Senior Brand Manager at Amazon India where he led the mass-marketing initiatives for Amazon Prime membership and Amazon Specials, driving substantial business growth over three years.

While expressing his enthusiasm about joining NIIT, **Anshumaan Prasad** said, *"I am honored to join NIIT as the Head of Marketing. I look forward to collaborating with the team to harness the latest trends in marketing and technology to not only strengthen brand's market position but also drive NIIT towards even greater success in the dynamic landscape of skills and talent development."*

### **About NIIT Limited**

NIIT Ltd. is a leading skills & talent development corporation, set up in 1981 to help the nascent IT industry overcome its human resource challenges. To meet the manpower challenges in BFSI sector, NIIT established Institute for Finance, Banking, and Insurance (IFBI), India's premier banking training institute in 2006. The company today ranks amongst the world's leading training organizations owing to its vast and comprehensive array of talent development programs.

NIIT Ltd. delivers a diverse range of learning and talent development programs to millions of individual and corporate learners in futuristic domains through its various businesses including **NIIT Digital, StackRoute, RPS Consulting, Institute of Finance Banking & Insurance (IFBI), TPaaS and Sales & Service Excellence (SSE)**.

- The robust **NIIT Digital** platform enables distinctive learning experiences for corporate and individual learners.
- **IFBI** is a leading provider of learning services for early career as well as working professionals for the BFSI sector in India.
- **NIIT StackRoute** is a digital transformation partner for corporates to build multi-skilled full stack professionals in advanced technologies at scale.

- **RPS Consulting** is a leading provider of training programs on emerging digital technologies for experienced technology professionals.
- **Talent Pipeline as a Service (TPaaS)** helps organizations address the challenge of securing mid to long term talent across Technology, Marketing, and Sales Roles.
- **NIIT SSE** has deep expertise in empowering businesses in creating an eco-system for talent development to enhance key competencies & elevate performance to achieve higher business outcomes.

For more information about NIIT visit: [www.niit.com](http://www.niit.com).

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**For Media queries please contact**

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