August 17, 2023

The Manager
BSE Limited
Corporate Relationship Department,
1st Floor, New Trading Ring,
Rotunda Building
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai 400 001

The Manager
National Stock Exchange of India Limited
Listing Department
Exchange Plaza
5th Floor, Plot no C/1, G Block
Bandra Kurla Complex
Bandra (E), Mumbai – 400 051

Subject: Press Release dated August 17, 2023
Scrip Code: BSE – 500304; NSE – NIITLTD

Dear Sir,

Please find enclosed a copy of the press release titled **"NIIT Ltd integrates Generative AI into its Digital Marketing and Full Stack Software Engineering Programs"**.

This is for your information and records.

Kindly acknowledge the receipt.

Yours truly,
For **NIIT Limited**

Arpita B Malhotra
Company Secretary &
Compliance Officer

Encl: a/a

NIIT Ltd integrates Generative AI into its Digital Marketing and Full Stack Software Engineering Programs

- *This integration aims at providing more value to the learners while maintaining the overall program duration unchanged from its previous structure*

New Delhi, August 17, 2023: NIIT Ltd, a leading skills & talent development corporation, today announced the integration of Generative AI in its existing Digital Marketing and Full Stack Software Engineering programs. The inclusion of Generative AI is aimed at equipping learners with a competitive edge in today's rapidly evolving job market thereby making them industry ready.

With the integration of Generative AI, these programs will now be known as the "*Professional Program in Digital Marketing with a Generative AI Edge"* and the "*Professional Program in Full Stack Software Engineering with Generative AI Integration*." These programs have been upgraded while maintaining their existing pricing structure.

Commenting on the upgradation of the programs, **Pradeep Narayanan, President, NIIT Digital and Growth Initiatives, NIIT Limited**, said, "*At NIIT, we have always endeavoured to provide our learners with the most comprehensive and industry-relevant deep skilling solutions. The integration of Generative AI into our Digital Marketing and Full Stack Software Engineering programs underscores our unwavering commitment to keeping our learners abreast with industry-leading trends. We are encouraged by the government's decision to step up digital skilling and strengthen focus on AI as part of the expansion of the Digital India Programme. As an organisation committed to building talent for the nation, we will continue to support learners in realizing their true potential by arming them with cutting-edge skills, thereby empowering them to be day one job ready*".

The "*Professional Program in Digital Marketing with a Generative AI Edge"* will present learners with an unparalleled opportunity to delve into the dynamic realm of digital marketing, enriched by the revolutionary capabilities of Generative AI.

The "Professional Program in Full Stack Software Engineering with Generative AI Integration" empowers learners to not only acquire essential full stack skills, but also gain proficiency in harnessing the power of AI to streamline coding processes, optimize system designs, and automate tasks.

Along with equipping the learners with the core skills, both above-mentioned programs will also train them to efficiently apply prompt engineering to become faster and more productive in their respective jobs.

For more details about the programs, please visit the links below:
Professional Program in Digital Marketing with a Generative AI Edge:
https://www.niit.com/india/digital-marketing-program

Professional Program in Full Stack Software Engineering with Generative AI Integration:
https://www.niit.com/india/software-engineering-program

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. 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

For Media queries please contact

Swati Sharma
Corporate Communications & Marketing, NIIT Limited
Ph: (Cell) +91 9999601154, (Dir) +91 124 4293042
Email: swati.sharma@niit.com

Anuradha Chawla
Senior Account Director, AvianWE
Ph: (Cell) +91 9899965560
Email: Anuradha@avianwe.com