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September 29, 2021

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

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

**Subject: Press Release dated September 29, 2021**

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

Dear Sir,

Please find enclosed a copy of the press release titled **“Axis Bank and NIIT IFBI launch a new program on Virtual Sales and Relationship Management”**.

This is for your information and records.

Kindly acknowledge the receipt.

Thanking you,

Yours truly,  
For **NIIT Limited**

**Deepak Bansal**  
**Company Secretary &**  
**Compliance Officer**

Encls: a/a



Press Release

## **Axis Bank and NIIT IFBI launch a new program on Virtual Sales and Relationship Management**

- *Program designed to build future ready Virtual Relationship Managers and Virtual Acquisition Managers for Axis Bank*

**New Delhi, September 29, 2021: Axis Bank – NIIT Academy of Relationship and Wealth Management, a joint initiative by Axis Bank, India’s third largest private sector bank, and NIIT Institute of Finance, Banking and Insurance (NIIT IFBI) - a subsidiary of NIIT Limited, has launched its second program on “Virtual Sales and Relationship Management” that offers a great sales career with Axis Bank.**

The **Axis Bank - NIIT Academy of Relationship and Wealth Management** was launched last year for building a high quality talent pool for Axis Bank in Relationship Banking and Wealth Management Roles. Under this joint initiative, the Academy has been successfully running the Priority Banking Programme.

The new program on **Virtual Sales and Relationship Management** is a combination of virtual training and on-the-job learning, to make future-ready banking professionals. The learners will go through an immersive program of virtual training for three months and a one month internship, where they will be deployed at Axis Bank Virtual Centres as Assistant Managers. The program will extensively engage the learner in role plays, case studies, persona-based problem solving and other assignments to make them job-ready from Day 1.

**Bimaljeet Singh Bhasin, President, Skills and Careers Business, NIIT Ltd., said, “NIIT strives towards solving talent and workforce related challenges and helps enterprises across sectors to build modern and high-quality workforce. Our programs are designed to skill fresh and existing workforce in modern Business, Digital and Data Skills. Virtual Management of customers is a critical skill in the digital world. We are delighted to launch the Virtual Sales and Relationship Management program in partnership with Axis Bank. We look forward to contributing to Axis Bank’s growth plans by building high quality Banking talent.”**

For more information please visit: <https://www.niit.com/india/graduates/banking-and-finance/virtual-sales-and-relationship-management-program>

### **About Axis Bank**

Axis Bank is the third largest private sector bank in India. Axis Bank offers the entire spectrum of services to customer segments covering Large and Mid-Corporates, SME, Agriculture and Retail Businesses. With its 4,600 domestic branches (including extension counters) and 11,061 ATMs across the country as on 30th June 2021, the network of Axis Bank spreads across 2,628 centers, enabling the Bank to reach out to a large cross-section of customers with an array of products and services. The Axis Group includes Axis Mutual Fund, Axis Securities Ltd., Axis Finance, Axis Trustee, Axis Capital, A.TReDS Ltd., Freecharge and Axis Bank Foundation.

For further information on Axis Bank, please refer to the website: <https://www.axisbank.com>



### **About NIIT**

NIIT is a leading Skills and Talent Development Corporation that is building a manpower pool for global industry requirements. The company, which was set up in 1981 to help the nascent IT industry overcome its human resource challenges, today ranks among the world's leading training companies owing to its vast and comprehensive array of talent development programs. With a footprint in over 30 countries, NIIT offers training and development solutions to Individuals, Enterprises and Institutions. NIIT has two main lines of business across the globe – Corporate Learning Group and Skills & Careers Business. For more details, please visit [www.niit.com](http://www.niit.com).

**NIIT Institute of Finance Banking and Insurance (NIIT IFBI)**, is the preferred training partner for the BFSI (Banking, Financial Services and Insurance) sector offering standard as well as customized training solutions targeted at Banks, Insurance Companies, Financial Services Organizations and IT/TES organizations. For more details, please visit [www.ifbi.com](http://www.ifbi.com)

### **For Media queries please contact**

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