Press Release

<u>NIIT.tv</u> - A disruptive innovation by NIIT receives phenomenal response

- *Generates registrations from over 100 countries, within the first month of the launch.*

New Delhi, November 6, 2015: NIIT Ltd., a global leader in skills and talent development, has received an overwhelming response for the beta launch of **NIIT.tv**. It has witnessed a four-fold increase over the initial limited target of 10,000 registrations that has been achieved without any marketing investment, demonstrating the immense power of the brand NIIT.

NIIT.tv is a democratic digital learning initiative that aims to bring high quality training from NIIT classrooms to every digitally connected Indian, for free, at any time, place and language of their choice. Students accessing NIIT.tv will be able to access a rich bouquet of high quality, value-added services from NIIT centres in future, e.g. tutoring, professional certification, career counselling, and placement services.

Within the first month of its launch, NIIT.tv registered students from more than 900 cities across India, and over 100 countries. In the initial phase, over 20 skill-based training programs in IT, Banking and Finance, Retail and Management was made available, which was scaled up to more than 50 "live" as well as "on-demand" courses. NIIT.tv in this short start-up period has also registered one of the highest customer engagement on the site, as compared to its Indian and International counterparts.

To further spread the reach of NIIT.tv, the company plans to take the user base to over a million over the next few months, covering every city/town having Internet access in India, and providing over 1000 courses through the platform.
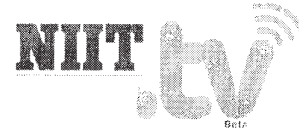Significantly, NIIT.tv also makes it possible and actively encourages and invites every socially minded Indian, Corporation and NGO to generously share their valuable knowledge and/or Open Source Training Material by registering as a trainer/Content Partner on NIIT.tv and uploading their course description, videos and courseware for a guaranteed free lifelong learning benefit.

NIIT.tv is aligned to the Digital India and Skill India campaigns announced by Hon'ble Prime Minister, Mr. Narender Modi earlier this year. The initiative, which was launched on October 6, 2015, seeks to offer very scalable yet a highly economical model, thereby enabling much faster achievement of Skill India goals. NIIT is committed to these campaigns and aims to train 10 million students across 16 industry sectors in 5 years.

Speaking on the success so far, **Mr. Rahul Patwardhan, CEO, NIIT Ltd.**, said ""*The response that NIIT.tv has received from the students across India and overseas is unprecedented, and reiterates our belief that this initiative is a potent technological and pedagogical force multiplier that will help us create skilled workforce across multiple sectors, to cater to the man power requirements of the industry. I am confident that this platform will help NIIT reach the goal of training 10 million students in five years. "*

Over the last 34 years NIIT has contributed extensively to the IT sector by training 35 million people in IT and other disciplines. As a socially responsible corporate citizen, NIIT with the launch of NIIT.tv

is now committing to extend that experience and expertise to service the needs of India in many other sectors, across the entire social spectrum.

NIIT will also encourage and recognize its students and socially minded citizens who volunteer their personal time and effort to support new learners – especially from the under-privileged sections of society. Through this collaborative effort, the company expects a lot more local language content to become available, which currently is in very short supply.

About NIIT

Established in 1981, NIIT Limited, a global leader in Skills and Talent Development, offers multi-disciplinary learning management and training delivery solutions to corporations, institutions, and individuals in over 40 countries. NIIT has three main lines of business across the globe- Corporate Learning Group, Skills and Careers Group, and School Learning Group.

NIIT's Corporate Learning Group (CLG) offers Managed Training Services (MTS) to market-leading companies in North America, Europe, Asia, and Oceania. The comprehensive suite of Managed Training Services includes custom Curriculum Design and Content Development, Learning Administration, Learning Delivery, Strategic Sourcing, Learning Technology, and Advisory Services. With a team of some of the world's finest learning professionals, NIIT is dedicated to helping customers increase the business value of learning and development (L&D). Built on the sound principles of 'Running Training like a Business', NIIT's Managed Training Services and best-in-class training processes enable customers to align business goals with L&D, reduce costs, realise measurable value, benefit from rock-solid operations, and increase business impact.

NIIT's Skills and Careers Group (SNC) delivers a diverse range of learning and talent development programs to millions of individual and corporate learners in areas including Banking, Finance & Insurance, Soft Skills, Business Process Excellence, Retail Sales Enablement, Management Education, Multi-Sectoral Vocational Skills, Digital Media Marketing, and new-age IT. These programs are delivered through a hybrid combination of the Cloud Campus™ online platform, satellite-based 'Synchronous Learning Technology' and a physical network of hundreds of learning centres in India, China, and select markets in Asia & Africa. The flagship multi-disciplinary course offerings include the industry-endorsed RevGNIIT program and a set of Post Graduate Programs for students from different streams, apart from a wide range of specialist short duration programs.

To further strengthen its SNC portfolio in India, NIIT has tied up with industry majors like ICICI Bank for NIIT Institute of Finance Banking Insurance& Training Limited, IFBI; leading business schools in India for NIIT Imperia; Genpact for NIIT Uniqua; and a joint venture with NSDC for NIIT YuvaJyoti Limited. Besides this, for the China market, NIIT has tied up with governments and software parks in Guian, Chongqing, Wuxi, Suzhou, Changzhou, Zhangjiagang, Haikou and Dafeng, for state-of-the-art public-private partnership centres.

NIIT's School Learning Group (SLG) has been providing technology based learning to over 15,000 government and private schools in India, Bhutan, South Africa and the Middle East. The futuristic NIIT nGuru range of learning solutions for schools comprises Interactive Classrooms with digital content, technology-driven Math Lab, IT Wizard programs and Quick School - an Education Resource Planning software.

As the Most Trusted Brand in India for 3rd year in a row (Brand Trust Report, 2015), NIIT's learning and talent development solutions, continue to receive widespread recognition globally. NIIT has

been named among the Top 20 Training Outsourcing Companies for the past seven consecutive years by Training Industry, Inc. USA. Further, leading Indian ICT journal Dataquest has conferred upon NIIT the 'Top Training Company' award successively for the past 20 years, since the inception of this category. NIIT Yuva Jyoti Ltd was recognized as the Best Vocational Education and Skill Development initiative at the World Education Summit, 2014.

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