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November 16, 2016

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**The Manager**  
**BSE Limited**  
Corporate Relationship Department,  
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**Subject: Press Release dated November 16, 2016**

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

Dear Sir,

Please find enclosed a copy of the press release titled "Training.com - an NIIT initiative set to redefine Digital Marketing in India".

This is for your information and records.

Kindly acknowledge the receipt.

Thanking you,

Yours truly,  
For **NIIT Limited**

**Deepak Bansal**  
Company Secretary &  
Compliance Officer

Encl: a/a

## **Training.com - an NIIT initiative set to redefine Digital Marketing in India**

- *Aims to train 10,000+ learners in advanced programs in Digital Marketing over the next three years*
- *Unveils cutting edge training programs in association with premium institutions like IIM Calcutta and DMI Ireland*

**New Delhi, November 16, 2016:** [Training.com](http://Training.com)- a multi-modal learning platform by NIIT, today unveiled a range of cutting-edge career programs in **Digital Marketing** to create a trained manpower pool for the fast evolving digital marketing sector in India. Through this initiative Training.com aims to train 10,000+ professionals in next three years to help them transform into digital marketers of the future. Training.com will now offer programs in *Professional Diploma in Digital Marketing, Advanced Social Media Marketing, Advanced Pay-per-Click Marketing, Advanced Search Engine Optimization, Complete Web and Social Media Analytics and Executive Program in Digital and Social Media Marketing Strategy*. These exclusive programs range from a premium Digital Strategy program to Modular programs meant for specialization in niche subjects.

The programs on Training.com are offered in collaboration with premium institutions and are delivered by reputed industry and subject matter experts. The **Executive Program in Digital and Social Media Marketing Strategy** is a specialized program from **IIM Calcutta** meant for Marketing and Advertising professionals who want to upskill themselves with the latest skills and strategies in Digital Marketing. The program will help professionals gain the necessary knowledge to formulate a complete digital and social media strategy to achieve business objectives.

The program in **Professional Diploma in Digital Marketing** is in collaboration with **Digital Marketing Institute (DMI) of Ireland**. The program covers wide range of topics including Search Advertising (PPC), Display Advertising, Search Engine Optimization (SEO), Email Marketing, Social Media Strategy to name a few.

Today businesses and consumers are shifting their focus to the digital medium and companies are increasingly engaging their consumers through digital platforms. According to industry estimates, India is expected to have 730 million internet users by 2020 and the digital advertising spending is estimated to reach \$4 billion by 2020. India's digital advertising market has grown at a rate of 33% annually between 2010 and 2015. This indicates a larger shift in focus from traditional to digital marketing mediums. These market trends have created tremendous opportunities for professionals who are equipped with the necessary digital skills.

Speaking on the occasion, **Mr. Udai Singh, Head, New Business Initiatives, NIIT Ltd**, said, *"Aligned to NIIT's strategic focus of developing digitally skilled workforce, the programs offered by Training.com are uniquely positioned to meet the changing requirements of the industry. NIIT has played a pioneering role in redefining the education and training sector in India through technological & pedagogical innovations in the space. With the launch of path-breaking programs in Digital Marketing and the fact that some of these programs are in collaboration with premium institutes, reflects our commitment to provide globally competitive workforce for the digital marketing industry."*



Other specialized modular programs developed by NIIT along with Industry experts are **Advanced Social Media Marketing, Advanced Pay-per-Click Marketing, Advanced Search Engine Optimization and Complete Web and Social Media Analytics**. These short duration programs attempt to provide the participant with in-depth knowledge in specific fields of digital marketing. The programs range in duration from 4 weeks to 7 weeks and place a higher emphasis on hands-on learning through live feedback, guided assignments, case study based teaching and projects. These programs are aimed at individuals who may already have a basic knowledge of digital marketing and wish to gain a greater understanding of a particular field or individuals who want to specialize in specific areas.

These exclusive programs offered by Training.com are aimed at marketing, advertising, brand, product and sales professionals who want to add Digital Marketing to their arsenal of skills. As consumer lives are becoming increasing technology driven, knowledge of digital marketing is crucial for any brand engagement. Hence digital marketing skills and professionals possessing these skills are in huge demand.

The programmes on Training.com are targeted at learners, who want to raise their career graph through advanced courses in technology, management and finance. These programs are delivered live by industry experts in an immersive and interactive online mode, combining instructor-led classrooms with the convenience of accessing the training sessions from anywhere. All the programs come with verified certificates from top tier institutions.

### **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 across 40 nations, NIIT offers training and development solutions to Individuals, Enterprises and Institutions. 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 **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 **Digital Transformation, Banking, Finance & Insurance, Soft Skills, Business Process Excellence, Retail Sales Enablement, Management Education, Multi-Sectoral Vocational Skills, Digital Media Marketing, and new-age IT**. As NIIT's wholly owned subsidiary for its K-12 school learning initiative - **MindChampion Learning Systems Limited (MLSL)**, provides futuristic NIIT nGuru range of learning solutions for schools comprising, interactive Classrooms with digital content, technology-driven Math Lab, IT Wizard programs and Quick School - an Education Resource Planning software. The **Training.com** learning platform, is an NIIT initiative for advanced career programs, which are delivered live by industry experts in an immersive and interactive online mode, combining instructor-led classrooms with the convenience of accessing the training sessions from anywhere.

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Press Release

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