

NIIT

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June 20, 2016

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Subject: Press Release dated June 20, 2016

Dear Sir,

Please find enclosed a copy of the press release titled “NIIT announces the launch of the first Interactive Live Online course in Digital Marketing.”

This is for your information and records.


Kindly acknowledge the receipt.

Thanking you,

Yours truly,
For **NIIT Limited**


Rohit Kumar Gupta
Chief Financial Officer

Encl: a/a



Press Release

NIIT announces the launch of the first Interactive Live Online course in Digital Marketing

Offered in association with Digital Marketing Institute (Ireland), the program will be offered in the Live Online, Direct-to-Home mode for the first time

- *33 hours of Live, Expert-led lecture and a unique pedagogy using Project Based Learning and Case Studies*

New Delhi June 20, 2016: NIIT, a global leader in skills and talent development, today announced the launch of their first interactive live, online course in Digital Marketing. The program is offered in association with Digital Marketing Institute (Ireland) and will be available online for the first time. It is the 37th batch of the Professional Diploma in Digital Marketing (PDDM) – a program uniquely designed for current and aspiring marketing professionals, to help them transform into digital marketers of the future. NIIT has already trained more than 1700 students in digital marketing.

The batch will start on **26th June 2016** onwards and the last date of registration is till **25th June 2016**. For more information visit:- <http://digitalmarketing.niitcloudcampus.com>

Today businesses and consumers are shifting their focus to the digital medium and companies are increasingly engaging their consumers through digital platforms. There are 462 Million total Internet users in India and India's 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 **Udai Singh, Chief Strategy Officer, NIIT Ltd** said, *"Aligned to NIIT's strategic focus of developing digital skills ready workforce, the PDDM program is uniquely positioned to meet the changing requirements of the industry. Looking at providing convenience to customers, who don't want to waste time traveling to the centres, we have launched the first of the series of live online interactive course. The first live online PDDM program will be delivered through a unique pedagogy which is a mix of live expert lectures, case discussions, quizzes and projects for holistic learning. With DMI's expertise in certification and training we aim to create a globally competitive workforce for the digital marketing industry."*

The Professional Diploma in Digital Marketing is designed for Marketing, Product, Advertising and Sales Professionals who want to build a career in Digital Marketing. It covers all the major areas of Digital Marketing including Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Analytics, Email Marketing and Mobile Marketing. The program content is created by DMI and reviewed by DMI's Syllabus Advisory Council, comprising of the leading digital brands like Google, Facebook, Twitter, LinkedIn etc.

Digital Marketing Institute (DMI) is a global leader in training professionals in digital marketing. To date, over 15,000 people in 80 countries have graduated with a DMI qualification, making it the most widely taught digital certification standard in the world.



The Professional Diploma in Digital Marketing Program is led by industry specialists for in-depth understanding of the program. The Program Director is Dr Neeraj Sharma, who holds a PhD in Management from IIT Delhi and a Masters in Human Resource Management from IIT Kharagpur. He has facilitated the education of over 25000 working professionals. The Batch Faculty, Professor Ratan .KK, an IIM Ahmedabad alumnus, is also a visiting faculty teaching eMarketing at IIM Ahmedabad, IIM Udaipur and other top business schools. He is an entrepreneur and digital marketing practitioner with over 3800 hours of Digital Marketing training experience. The program will be taught through a unique pedagogy which includes expert live online classes along with case studies in each module complemented by Guest Sessions from Industry Experts for in-depth understanding. The live online platform has been created in such a manner that the students will have a better experience than that at the classroom. The candidates can access the expert learning sessions from the convenience of their home, direct on their device with a good broadband connection.

The candidates can ask questions to the expert and get their doubts cleared. They will have access to various learning resources and can also have discussions with peers and answer the assessments online thus giving them the same experience as that of a classroom training but now direct to their device, at their convenience at home.

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 centers in India, China, and select markets in Asia & Africa. The flagship multi-disciplinary course offerings include the industry-endorsed GNIIT 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.

Recently NIIT has introduced - **StackRoute™**, an initiative to produce the world's best full stack programmers. StackRoute™ aims to create multi-skilled, and multi-disciplinary programmers who can become key members of high-performance teams in top notch product engineering companies, start-ups, and IT firms. Further the company has also launched **NIIT.tv** – a digital learning initiative that brings skilling from NIIT classrooms to every digitally connected Indian, for free, at any time and place of their choice. A disruptive innovation by NIIT for the education space. NIIT.tv will deliver for the very first time, skill-based live courses as well as on-demand courses to the masses, through the digital medium.

As NIIT's wholly owned subsidiary for its K-12 school learning initiative - **MindChampion Learning Systems Limited**, is providing technology based learning to around 2,000 private schools across India, reaching out to more than a million students. 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 Training Brand in India for 4th year in a row (Brand Trust Report, 2016), 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 has also been featured as the 'Most Respected Education Company'- 2016 by leading financial magazine, Business World.

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