

NIIT

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April 17, 2017

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

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

Subject: Press Release dated April 17, 2017

Scrip Code: BSE-500304; NSE- NIITLTD

Dear Sir,

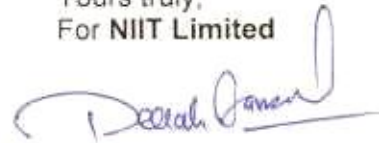
Please find enclosed a copy of the press release titled “IIM Calcutta in association with Training.com announces the first batch of Executive Program in Digital and Social Media Marketing Strategy”.

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

IIM Calcutta in association with Training.com announces the first batch of Executive Program in Digital and Social Media Marketing Strategy

First Executive Management Program with live virtual classes launched by IIMC on Training.com

New Delhi, 17th April 2017: Training.com - a multi-modal learning platform by NIIT and IIM Calcutta has announced the first batch of the Executive Program in Digital and Social Media Marketing Strategy to help build a great career in the field of digital marketing. This is the first Management Program with live virtual classes by IIM Calcutta which is made available on training.com. The six-month program focuses on providing in-depth knowledge on digital and social media marketing and analytics which will help in planning, implementing and measuring the social media strategy to create awareness and ultimately drive sales.

Speaking on the occasion, **Prakash Menon, President, Global Retail Business, NIIT Ltd.**, said, *"The programs offered by training.com are uniquely positioned to meet the changing requirements of the industry. The EPDSMMS program in association with IIM Calcutta has been especially designed to groom managers for various roles in digital and social media marketing thus helping create a pool of competent professionals for the industry"*.

The initiative has been welcomed by the Program Directors of the EPDSMMS Program, IIM Calcutta. They have expressed their delight in offering the Executive Program in Digital and Social Media Marketing Strategy through training.com, which will help the learners to deep dive into the basic and advanced modules of marketing in the social and digital media platforms thus enabling them to transform into strategic managers.

The Executive Program in Digital and Social Media Marketing Strategy (EPDSMMS) has been designed to provide a solid foundation for marketers who want to specialize in the Digital and Social Media Marketing. The applicant should be a graduate from recognized institute in any discipline and should have a minimum 2 or more years of full time work experience in media, advertising, start-ups, social or digital media, e-commerce or related domains. EPDSMMS will equip professionals to take a wide sweep in digital marketing activities.

EPDSMMS focuses on Digital and Social Media for effective Digital Commerce and Advanced Digital Marketing Strategies along with an introductory module on Marketing Management. The classes will be held twice a week. The program is divided into three modules. The first module would be delivered online on training.com platform over 10 weeks. The next two modules will be conducted as face-to-face classes on IIM Calcutta campus. The two campus visits would be of one-week duration each. The course will be highly experiential and interactive with case studies and presentations by experts from academia as well as industry. Successful candidates will be given certification from IIM Calcutta and will be awarded IIM Calcutta Alumni Status.

The Program is aimed at Marketing, Advertising, Brand, Product and Sales Executives. It is also relevant to Entrepreneurs, E-commerce and Freelance executives. Any professional who is planning to implement digital and social media campaigns to create brand awareness, enhance brand recall, generate leads and enhance customer experience will be benefited from this program.

Professionals undertaking the program will be trained in customer value, satisfaction and relationships, marketing environment, product and brand management, direct marketing, sales



promotions, designing content for social media marketing, social media analytics, digital marketing using big data, cross-platform and cross-media digital marketing and much more. The Program faculty will focus on the synergy between in-field practice and in-class learning.

For more information: -

Call: **18002081050** (or) visit <https://www.training.com/digital-marketing-courses-online/epdsmms>

About IIM Calcutta

The Indian Institute of Management Calcutta (IIMC) was established as the first national institute for Post-Graduate studies and Research in Management by the Government of India in November 1961 in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation and Indian industry.

Over the years, IIMC has grown into a mature institution with global reputation, imparting high quality management education. It has been playing a pioneering role in professionalizing Indian management through its Post Graduate and Doctoral level programs, Executive Training Programs, Research and Consulting Activities.

The vision of the Institute is to emerge as an International Centre of Excellence in all facets of Management Education, rooted in Indian ethos and societal values. Over the past four decades, IIM Calcutta has developed into one of Asia's finest Business Schools. Its strong ties to the business community make it an effective mechanism for the promotion of professional management practices in Indian organizations. Today, IIM Calcutta attracts the best talent in India to its faculty and the best and brightest young men and women pursue its academic programs.

The residential experience is a foundation of the IIM Calcutta culture, which promotes teamwork and the building of lifelong relationships. Students and partners live on or near campus, making social events and shared activities a way of life. Through a core curriculum which stresses general management skills and advanced elective and seminar courses, IIM Calcutta students have access to a preeminent faculty of thought leaders.

To its students, IIM Calcutta offers intellectual depth, abundant resources, and individual attention. To our alumni, we provide a lifelong connection to excellence. To the world, we have a commitment to developing ethical and responsible leaders.

IIMC's Accreditations and Rankings

IIM Calcutta is the only Management Institute in India with triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS, the three major international accreditation bodies for Business Schools. It is also the only Indian school to be part of the prestigious CEMS Alliance comprising 30 top Business Schools from around the world. This alliance is in addition to our existing partnerships with leading Universities, B-schools and renowned institutions such as Cardiff Business School, Cardiff University; Ivey Business School; Asian Institute of Management; etc. (A list of our academic partners across the globe can be found at

<https://www.iimcal.ac.in/about/international-office/currentpartner-institutes>).

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An internationally recognized Business school, IIMC stood at rank no. 16 globally and 2nd in Asia in the Financial Times' Master in Management rankings 2015. IIMC was the top ranked B-school in 'Finance' in Asia and 2nd in 'Economics' worldwide, in this list.

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 (SCG)** 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.

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 nine 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. NIIT.tv – a disruptive innovation by NIIT, won the prestigious award for 'Educational Technology, at the Indo-American Education Summit 2016.

For media queries, please contact:

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Press Release

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