

NIIT

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August 04, 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 August 04, 2017

Scrip Code: BSE-500304; NSE- NIITLTD

Dear Sir,

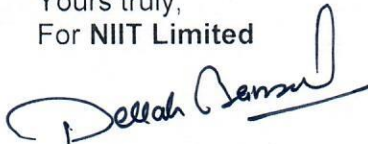
Please find enclosed a copy of the press release titled **“IIM Calcutta in association with Training.com announces the second batch of Executive Program in Digital and Social Media Marketing Strategy”**

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 second batch of Executive Program in Digital and Social Media Marketing Strategy

- *Executive Management Program with live virtual classes, case studies and presentations by industry experts*

New Delhi, 04th August 2017: IIM Calcutta has announced the second batch of the Executive Program in Digital and Social Media Marketing Strategy, in association with [Training.com](#) a multi-modal learning platform by NIIT, to help build a great career in the field of digital marketing. The six-month program focuses on providing in-depth knowledge on Digital Marketing and Analytics including developing holistic digital and social media strategy, designing success metrics that are aligned to corporate marketing strategy, cross-platform and cross-media digital marketing, digital marketing using Big Data etc. The course will focus on sharing the latest trends, best practices and technologies for effective Digital Marketing.

Speaking on the occasion, **Mr. Prakash Menon, President, Global Retail Business, NIIT Ltd.**, said, *"After the successful completion of the first batch of Executive Program in Digital and Social Media Marketing Strategy (EPDSMMS) in April this year, we are now delighted to launch the second batch of the marquee program. NIIT has always believed in offering programs customized to the evolving needs of the industry. The digital marketing strategy 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."*

Mr. Ramendra Singh, Associate Professor of Marketing at IIM Calcutta, said, *"We are happy to launch the second batch of EPDSMMS using NIIT's Synchronous Learning Platform. We have joined hands with NIIT to deliver high quality content in management education in a direct-to-device mode, through its multi modal learning platform - Training.com to address the need of the digitally skilled youth in our country."*

Prof Indranil Bose, Professor of Management Information Systems at IIM Calcutta, said, *"With an aim to offer high quality and futuristic management education, we introduced Avant Garde program in digital marketing in association with Training.com. Having received enthusiastic response for the first batch and we are now introducing the second batch of EPDSMMS. We will continue to work towards creating a pool of professionals trained in digital skills."*

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 (10+2+3 or equivalent) or a post-graduate from recognized institute in any discipline with a minimum of 50% marks (aggregate). The applicant should have a work experience of at least 2 years, preferably in media, advertising, start-up businesses, social or digital media, e-commerce and related domains. The applicant selection will be based on past academic performance and work experience. 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 marketing management, customer value, marketing and the organization, product and brand management, sales and distribution management, marketing communications, basics of digital and social media for effective digital commerce, advanced digital marketing strategies 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>).

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 Training.com

Training.com, an NIIT initiative, offers industry relevant training programs in Executive Management, Technology, Data Science, Digital Marketing and Finance. Many of the programs are offered in collaboration with premium institutions like IIM Calcutta, edX, DMI amongst others, and delivered by reputed industry experts through live online classes. All the training programs are live online instructor-led classes that engage learners in an interactive session at a convenient environment that can be their home or an office.

Industry experts and mentors with deep experience and extensive functional expertise help learners to understand the intricacies of the subject with confidence for competency enhancement. Learners also receive a verified certification from globally recognized institutes.

Training.com is powered by NIIT's expertise in learning science and technology through distributed delivery of education. The next-gen platform enables learners to experience the best features of conventional classroom education coupled with advanced e-learning methodologies. The learning techniques focus on improving learning outcomes leading to relevant job roles while increasing convenience and reducing time to competence.

For media queries, please contact:

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