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March 7, 2018

**The Manager**  
**National Stock Exchange of India Ltd**  
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Bandra (E), Mumbai – 400 051

**The Manager**  
**BSE Limited**  
Corporate Relationship Department,  
1<sup>st</sup> Floor, New Trading Ring,  
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Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai- 400 001

**Subject: Press Release dated March 7, 2018**

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

Dear Sir,

Please find enclosed a copy of the press release titled “NIIT to empower women on social media marketing this International Women’s Day”

This is for your information and records.

Kindly acknowledge the receipt.

Thanking you,

Yours truly,  
For NIIT Limited

*DBM*  
**Deepak Bansal**  
Company Secretary &  
Compliance Officer

## **NIIT to empower women on social media marketing this International Women's Day**

To provide free online Program on Advanced Social Media Marketing

**New Delhi, 7<sup>th</sup> March, 2018: NIIT Limited, a global leader in Skills and Talent Development,** has launched a free online Program on **Advanced Social Media Marketing** exclusively for women, this International Women's Day. Last date to apply for the programme is 11<sup>th</sup> March 2018.

The programme, to be delivered through [Training.com](http://Training.com) a multi-modal learning platform by NIIT, is designed for women entrepreneurs, students and freelancers who would like to delve into the arena of social media marketing. The programme equips the learners to kick-start a career in Digital Marketing. This is a self-paced programme and the learner can go through it anytime. The duration of programme is 1.5 hours consisting of 10 different modules.

The learners can earn a graded certificate on clearing the assessments. The programme will guide the learners on how to achieve their career and business goals using social media and provide knowledge on different social media modules such as:

- Facebook, YouTube, Instagram, LinkedIn and their tools
- Content and social media
- Social media advertising
- Social media mistakes to watch out for
- Blogging

Speaking on the occasion, **Mr. Prakash Menon, President, Global Retail Business, NIIT Ltd.,** said, ***"Social Media is growing at a fast pace and it helps in spreading the word in a cost-effective manner. With such amazing growth prospects, every business today needs to leverage proper social media channels in the best possible way. Hence NIIT on this International Women's Day aims to train women entrepreneurs, students and freelancers on social media marketing to help them grow and attain their goals."***

**To apply for the program please visit: -**

<https://www.training.com/digital-marketing-courses-online/social-media-marketing>

Apply 100% Discount Coupon Code: **WOMN8290**

Social media is one of the powerful emerging tools across the globe. The use of social networking sites like Facebook Twitter, LinkedIn has become one of popular ways of socializing. India ranks first in Facebook and second in Twitter usage. These social networking sites not only pave a way to communicate across the globe but also helps in the growth of businesses by providing large audience.

### **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 & Careers Group and MindChampion Learning Systems Limited.

**NIIT's Corporate Learning Group (CLG)** offers Managed Training Services (MTS) to market-leading companies in North America, Europe, Asia, and Oceania. The **Skills & 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.

As the Most Trusted Training Brand in India for 5th year in a row (Brand Trust Report, 2017), 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 ten 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.

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