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March 6, 2012

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Subject: Axis Bank and NIIT IFBI launch Diploma program in Retail Banking

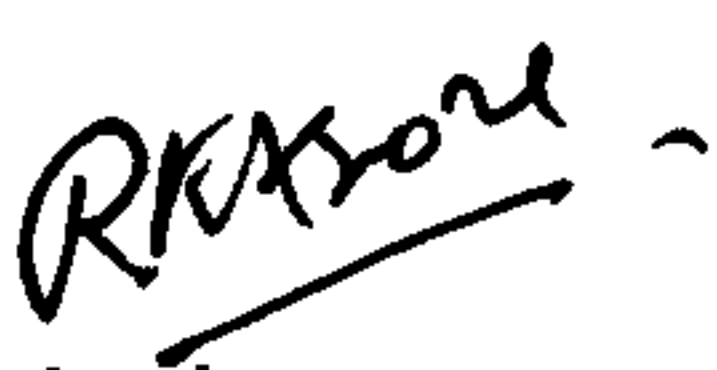
Dear Sir,

Please find enclosed a copy of the above referred Press Release. This is for your information and records.

Kindly acknowledge receipt.

Thanking you,

Yours faithfully,
For NIIT Limited


Rajesh Arora
Company Secretary

Encl: a/a



Press Release

Axis Bank and NIIT IFBI launch Diploma program in Retail Banking

- *Offers **PG Diploma in Retail Banking (PGDRB)**- an exclusive program customised for career opportunities with Axis Bank*

Delhi, March 6, 2012: Axis Bank, India's leading private sector bank and NIIT Institute of Finance, Banking & Insurance Training Ltd. (IFBI) - India's largest Banking training institute, today announced the launch of Post Graduate Diploma in Retail Banking (PGDRB), an exclusive career program designed for Axis Bank. A first of its kind the program aims to build a pool of modern banking professionals for Axis Bank. To this end, IFBI has designed a comprehensive program that builds competencies on 4 dimensions - domain, application, technology and customer-service needed by new-age banking professionals.

Admission to the PGDRB Program will be through Admission test and Interview. The selected candidates will be provided with Provisional Appointment letters at the time of enrolment, and after successful completion of the program will join Axis Bank at the officer level.

Speaking on the occasion, **Mr Rajesh Dahiya, President Human Resources, Axis Bank** said, ***"We are delighted to join hands with India's leading training institute to help develop professionals attuned to Bank's systems, processes and values. We aim to offer challenging careers in banking to aspiring youth in the country."***

Mr. S. Venkatesh, President, NIIT IFBI said, ***"This is a unique initiative where we have partnered with Axis Bank to design a program that will exclusively cater to the growing needs of professionally trained and job-ready manpower of the bank. Having empowered over 18,000 professionals to take on exciting careers in banking, we continue with initiatives to develop a trained resource pool for the fast evolving BFSI industry."***

After completion of the program students will join Axis Bank as Front Desk Officers (FDOs), who are the first point of contact for existing and potential customers. FDOs play the crucial role of representing the bank to first time customers and hence need to have a pleasant personality, good communication skills and thorough knowledge of the bank's offerings along with an understanding of the customer's requirements.

PGDRB is a comprehensive career program for banking professionals that familiarizes students with the Banking industry (Banking, Financial Services and Insurance industry) in India in an interesting and informative way. The program focuses on core component of modern banking which is Customer Service, Transaction Processing; Selling Skills & Banking Software Application. The Program covers an overview of the entire industry and the key players in each sector. All the key products and services offered by Banking, Financial Services and Insurance sector are covered in brief. The

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Program further outlines the various roles that exist in the sector, and the demands of the selection process for each role.

Further this Program delves deeper into banking to enable students to understand the concept of money and banking, the role of banks, various verticals in the banking industry, various products and services offered by them and the channels used to deliver the same. It also enables the learner to understand the functions of the RBI, impact of globalization on the banking sector and the role of technology in the banking industry, among various other topics.

About Axis Bank

About Axis Bank: Axis Bank is the third largest private sector bank in India. Axis Bank offers the entire spectrum of services to customer segments covering Large and Mid-Corporates, SME, Agriculture and Retail Businesses.

With its 1493 branches (including extension counters) and 8,324 ATMs across the country, as on 31st December 2011, the network of Axis Bank spreads across 971 cities and towns, enabling the Bank to reach out to a large cross-section of customers with an array of products and services. The Bank also has overseas offices in Singapore, Hong Kong, Shanghai, Colombo, Dubai and Abu Dhabi.

The Bank's website www.axisbank.com offers comprehensive details about its products and services.

About NIIT IFBI

The Institute for Finance, Banking and Insurance (IFBI), India's largest Banking training institute, was established in 2006 to meet the manpower challenges of multi-skilled and trained professionals in the fast evolving BFSI sector.

In its five year journey, IFBI has launched over 18,000 careers in leading organizations of the Banking and Financial Services Industry.

IFBI's offerings are designed in the context of modern-day Banking, Insurance and Financial Services by developing competencies on four dimensions - domain, technology, application and customer-service. IFBI created a benchmark in the industry by innovating the concept of "Appointment letter at the time of Enrollment".

IFBI offers a range of programmes for various categories of BFSI aspirants and professionals, such as:

Career programmes - Post Graduate Diploma in Banking Operations (PGDBO) programme, Honours Diploma in Banking & Financial Services, Diploma in Banking Business; Preparatory courses for PSU Banks Probationary Officers (PO) and Clerical recruitment exams Corporate Training programmes; Short term industry relevant certification programmes.

IFBI was rated as the 'Best Training School' in the Banking and Financial Services domain by The Week- Nielsen Survey, May 2009.



For further information contact:

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