

**NIIT Limited**

85, Sector 32 Institutional
Gurgaon 122 001
India

Tel : 01 (124) 4203000
Fax : +01 (124) 4203333

Registered Office
B-234, Okhla Ph I
New Delhi 110020 India

www.niit.com

December 11, 2012

1. 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
Fax: 022-26598237, 26598238

2. The Manager

Bombay Stock Exchange Limited
Corporate Relationship Department
1st Floor, New Trading Ring,
Rotunda Building
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai 400 001
Fax: 022-22723121, 22722082

**Subject: NIIT and Digital Marketing Institute (Ireland) partner to
redefine digital marketing education in India**

Dear Sir

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

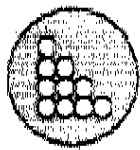
Kindly acknowledge receipt.

Thanking you,

Yours faithfully,
For **NIIT Limited**


Rajesh Arora
Company Secretary

Encl.: a/a



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Press Release

NIIT and Digital Marketing Institute (Ireland) partner to redefine digital marketing education in India

- *Aim to create a globally competitive resource pool for the fast evolving digital marketing industry in India*
- *Launch first of its kind globally recognized "Professional Diploma in Digital Marketing" for the Indian market*
- *Internet and Mobile Association of India (IAMAI) welcomes the initiative as a significant milestone for the industry*

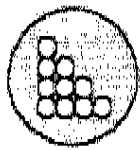
New Delhi, India/ Dublin, Ireland, December 11, 2012: NIIT, leading Global Talent Development Corporation and Asia's largest IT trainer, and Digital Marketing Institute (DMI), the global leaders in training professionals in digital marketing, have entered into a strategic alliance to offer digital marketing education and professional certification in India. To this end "Professional Diploma in Digital Marketing"— a flagship program that offers comprehensive professional certification and is recognized globally by the industry, has been introduced for the first time in India. This was announced in a press conference in New Delhi today.

Professional Diploma in Digital Marketing is validated by the Industry Advisory Council which consists of global leaders in IT, Media, Finance and Communications, such as Google, Facebook, LinkedIn, Intel, Microsoft, BT, Publicis, and many practitioners from noted digital advertising agencies.

The program has been developed in cooperation with many of the leading digital companies in the world and is recognised in over 25 countries including Europe, UK, USA, South Africa and the Middle East. As part of the alliance, DMI will run specialist training programs with NIIT faculty. Over 150 professional subject matter experts were involved in developing the curriculum.

Digital marketing is changing the nature of business with more and more companies moving from traditional marketing business models to an online digital approach. As per industry estimates, global digital media spend will exceed \$104 billion in 2013 and is growing at a rate of over 10% annually. The rate of growth in Asia is nearly 25% year on year. India is the third biggest user of the Internet in the

A handwritten signature in black ink, appearing to be a stylized 'L' or 'J' with a flourish.



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world and education related searches on Google in India are the second highest in the world. 75% of all youth use the internet with mobile internet usage growing by a factor of five in the last five years.

Considering the immense potential in the digital marketing space in India, Digital Marketing Institute (DMI), Ireland, has partnered with NIIT to create a globally competitive resource pool, for the fast evolving digital marketing industry in India.

Speaking on this significant partnership, Mr. G Raghavan, Chief Executive, Career Building Solutions, NIIT Ltd. said, *"In line with our vision to offer cutting-edge career focused training programs in the emerging areas of the knowledge society, we are delighted to partner with DMI to offer globally recognized programs in digital marketing. With DMI's expertise in certification and training we aim to create a globally competitive workforce for the digital marketing industry."*

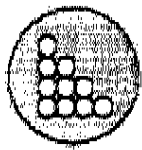
Ian Dodson, Global President & CEO, Digital Marketing Institute, said, *"The Digital Marketing Institute has a very active partnering programme and this deal with NIIT in India represents another big leap into the worldwide marketplace of digital marketing education. We operate strictly through education partners who understand local market dynamics and are delighted to be partnering with such an exceptional organisation as NIIT. It has the expertise on the ground in India to help us to deliver our programmes to the highest professional standards for many years to come."*

"There's a real drive and commitment from Indian people for quality education and skills. We are happy to participate in this, as India develops into a potential world leader in the digital field," added Dodson.

Speaking on the urgency to develop a globally competitive workforce for the fast evolving Digital Marketing Industry in India, Dr. Subho Ray, President, IMAI, said, *"This partnership between NIIT and DMI will go a long way in helping India emerge as a leader in the digital marketing arena."*

Professional Diploma in Digital Marketing will enable the participants to understand the various channels and activities required to plan, implement and manage a comprehensive digital marketing plan for a business. The course will help students learn how to engage with customers online in a more practical way and improve lead generation. The students will also learn how to use the internet as an effective marketing channel.

The program will give an overview of Search Engine Optimisation, Pay-Per-Click Marketing, Affiliate Marketing, Email Marketing, Social Media Marketing, Digital Display Advertising, Mobile Marketing, Web Analytics, E Commerce, and Planning Digital Marketing Campaigns.



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About NIIT

NIIT Limited, a leading Global Talent Development Corporation and Asia's premier IT trainer, offers learning and knowledge solutions across 38 countries. Leading IT journal Dataquest has conferred upon NIIT the 'Top IT Training Company' award successively for the past 20 years, since the inception of this category.

NIIT's Individual Learning Business offerings include industry-endorsed programs for students seeking careers in IT – GNIIT and Edgeineers, and Global Net Plus for IT professionals. The company has introduced "India's first cloud campus", through its new-age GNIIT program. This offers students a higher mobility as they can access courseware using Netbooks and data cards that connect seamlessly to NIIT's Cloud Campus network.

NIIT's Corporate Learning Solutions offers Managed Training Services including integrated learning solutions (strategic consulting, learning design, content development, delivery, technology, assessment and learning management) to Fortune 500 companies, Universities, Technology companies, Training corporations and Publishing houses.

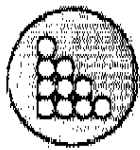
NIIT Yuva Jyoti, a joint venture between NIIT and NSDC, offers vocational skills training programs to enhance employability of youth across India.

NIIT Imperia - Centre for Advanced Learning, offers Executive Learning Programs in association with leading Business schools in India, KPMG, Google India and Internet and Mobile Association of India (IAMA), using the synchronous learning platform.

NIIT Institute of Finance Banking & Insurance (IFBI), formed by NIIT with equity participation from ICICI Bank, offers programs for individuals and corporates in Banking, Financial Services and Insurance.

NIIT Institute of Process Excellence Limited, a NIIT-GENPACT venture, addresses the increasing demand for skilled workers in the business and technology services industry by providing training programs in relevant areas.

NIIT has provided computer-based learning to over 15,000 government and private schools. The futuristic NIIT NGuru range of learning solutions for schools comprises Interactive Classrooms, Math Lab, IT Wizard programs and Quick School (Education Resource Planning software).



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NIIT has been ranked among the 'Top 25 Best Employers in India- 2011' by Aon Hewitt and 'Top 25 India's Best Companies to Work for' by Great Places to Work Institute. The company has also been voted the second most trusted education brand in India by Brand Equity- Nielsen Survey 2011.

About Digital Marketing Institute

www.digitalmarketinginstitute.com

Founded in Dublin, Ireland in 2008, the Digital Marketing Institute is the global certification and education body for the digital marketing industry. The organisation works closely with global digital industry players to define the skills and qualifications required to thrive in this rapidly growing industry.

The Digital Marketing Institute has partner operations in Europe, Middle East, Africa, North America and Asia.

For media queries, please contact:

From NIIT

Prateek Chatterjee

Vice President, Corporate Communications & Marketing, NIIT Limited

Ph: (Cell) +91 9910201085, (Dir) +91 124 4293041

Email: prateek.chatterjee@niit.com

Reema Bardhan

Corporate Communications & Marketing, NIIT Limited

Ph: (Cell) +91 9891267470

Email: reema.bardhan@niit.com

Sumana Bhattacharya/Niharika Sneha

Candour Communications

Ph: (Cell) + 9810597176/ 8800861353

Email: Sumana@candour.co.in/

Niharika@candour.co.in

From Digital Marketing Institute, Ireland

Bvisible Communications,

Ph: 353-1-845 2401

Email: bernice@bvisible.ie

2