NIIT

NIIT Limited

October 29, 2013

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: #Wish4Vishy – A national movement by NIIT takes off ahead of the World Chess Championship!

Dear Sir,

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

Kindly acknowledge the receipt.

Thanking you,

Yours faithfully,
For **NIIT Limited**

Rajesh Arora
Company Secretary

Encl.: a/a

Press Release

#Wish4Vishy – A national movement by NIIT takes off ahead of the World Chess Championship!

A unique initiative to enable every Indian to cheer for Grandmaster Viswanathan Anand as he fights to defend the crown for India at the World Chess Championship, 2013 in Chennai

New Delhi, October 29, 2013: NIIT Limited, leading Global Talent Development Corporation and Asia's largest IT trainer, today unveiled ***#Wish4Vishy*** www.wish4vishy.com – a national movement to enable every Indian to cheer for reigning World Chess Champion and NIIT MindChampion Viswanathan (Vishy) Anand, as he prepares to take on challenger world number one Magnus Carlsen at the World Chess Championship 2013, to be held between November 7 – 25, 2013 in Chennai.

In his glorious career spanning over 25 years Grandmaster Viswanathan Anand has taken Indian chess to great heights. Born in Chennai, Anand is acclaimed to be the fastest brain in the world. Five times World Champion, Vishy is the only person in Chess history to have won a World Championship title in all formats – match, knock-out and tournament. It is his success in the world scene that has made this ancient Indian game, a mass sport in India.

#Wish4Vishy, offers a unique opportunity to every Indian to take pride in Vishy's achievements and wish him good luck before the forthcoming World Chess Championship. The best entries stand a chance to win free ticket during the World Chess Championship 2013 and special gifts on every alternate day for the best wish expressed.

Vishy has been associated with NIIT for nearly 15 years now. NIIT MindChampion Academy (MCA), a not-for-profit joint initiative that was started by NIIT & Vishy to promote Chess in schools, has today touched 1.65 million children in over 17,000 schools cumulatively across the country. Over the years, MCA has not only enabled schools to use Chess as an academic tool but has also made it possible for Vishy personally to take the legacy of Chess to children across India.

Speaking on the #Wish4Vishy initiative, **World Chess Champion and NIIT MindChampion, Viswanathan Anand** said, ***"I would like to thank everyone for the amazing wishes. To all the friends who have sent in their wishes for me through NIIT's #Wish4Vishy initiative, I would like to say that every single wish means a lot to me. Thank you for the fantastic support and your love."***

G Raghavan, Chief Executive, Career Building Solutions, NIIT Limited said ***"It is a matter of immense pride for every Indian that five-time World Champion and NIIT MindChampion Vishy Anand will be defending his World title at his home ground in Chennai, this November. Therefore, we have specially put together the #Wish4Vishy movement to give every Indian an opportunity to cheer for Vishy and be a part of this excitement."***

The unique initiative involves sending in best wishes to Vishy over NIIT's social platforms for the World Chess Championship. These include: Instagram, Twitter, Facebook and Vine.

Facebook: https://www.facebook.com/NIIT4u
Twitter: https://twitter.com/wish4vishy
Vine: On twitter Page
Instagram: http://instagram.com/wish4vishy#

The Microsite www.wish4vishy.com would be the hub of all the wishes pouring in. There is an Instagram Feed, Twitter Feed, Facebook feed as well as wishes coming in straight from the microsite that would be visible.

About NIIT MindChampions' Academy

The NIIT MindChampions' Academy (MCA), a not for profit initiative has been set up as a joint initiative by Grand Master Viswanathan Anand and NIIT Limited with the objective of promoting Chess in school to enable development of young minds. Studies have shown that Chess improves concentration and diligence thus helping students perform better academically.

Established in 2002, MCA has touched 1.65 million children in over 17,000 schools cumulatively across India. Over the last 11 years MCA has organized more than 16,000 school level tournaments and over 5,500 District level & State Level tournaments. World Chess Champion and NIIT MindChampion Viswanathan Anand has personally travelled to various parts across India and has visited countries like Africa & China, spreading the message and motivating the school students to start playing Chess.

NIIT MindChampions' Academy conducts the hugely popular Annual Event, known as ChessMaster for school children across India within the NIIT network of schools where it provides IT education. It is also the first institution in India to launch a certificate program in Chess under a Central Government University umbrella- Indira Gandhi National Open University (IGNOU).

NIIT now offers the unique opportunity to wish World Chess Champion and NIIT MindChampion Viswanathan Anand on the eve of the World Chess Championship at Chennai through #Wish4Vishy (www.wish4vishy.com), initiative powered by NIIT Cloud Campus. Wishes can be submitted online with applicants standing a chance to win free ticket to the World Chess Championship.

NIIT Cloud Campus™ is a pioneering initiative from NIIT to help take high quality educational programs to the remotest corners of the country. NIIT Cloud Campus™ is based on a revolutionary educational paradigm which takes students beyond the traditional classroom teaching. Further, NIIT has set up www.niitcloudcampus.com as a student gateway to help them identify trends in new age skills and offer more information on NIIT Cloud Campus™.

About NIIT

Established in 1981, NIIT Limited, a leading Global Talent Development Corporation and Asia's premier IT trainer, offers learning and knowledge solutions across 40 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 GlobalNet+ 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 to connect seamlessly to NIIT's Cloud Campus network.

NIIT

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 provides computer-based learning to around 15,000 government and private schools. The futuristic NIIT nGuru range of learning solutions for schools comprises Interactive Classroom, Math Lab, IT Wizard programs and Quick School (Education Resource Planning software).

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 (IAMAI), using the synchronous learning platform.

NIIT Institute of Finance Banking & Insurance (NIIT 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 (NIIT Uniqua), offers complete training outsourcing services to the Business Process, Knowledge and Technology Services industry to create business models that enhance productivity and lower costs.

In recognition of its people centric policies, which foster an environment of growth and career development, NIIT has been ranked as the 4th Best company to work for in India 2013 by Great Place to Work Institute®

For media queries, please contact:

Prateek Chatterjee
Vice President, Corporate Communications & Marketing
NIIT Limited
Ph: (Cell) +91 9910201085, (Dir) +91 124 4293041
Email: prateek.chatterjee@niit.com

Sumana Bhattacharya/Niharika Sneha
Candour Communications
Ph: (Cell) +91 9810597176/ 8800861353
Email: sumana@candour.co.in, niharika@candour.co.in