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August 26, 2016

**1. The Manager**

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**2. The Manager**

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**Subject: Press Release dated August 26, 2016**

Dear Sir,

Please find enclosed a copy of the press release titled “IIM Lucknow and NIIT Imperia announces fresh batch for Executive Management Program in Sales and Marketing”.

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

**Press Release**

**IIM Lucknow and NIIT Imperia announces fresh batch for Executive Management Program in Sales and Marketing**

- *Program designed by IIM Lucknow*

**New Delhi, 26<sup>th</sup> August 2016:** NIIT Imperia - Centre for Advanced Learning Institute along with IIM Lucknow, has announced a fresh batch for Executive Management Program in Sales and Marketing. This is a unique program specially designed for professionals to hone their corporate career in sales and marketing.

The program is exclusively designed for professionals with minimum two years of work experience in the area of sales and marketing. Graduates or post-graduates in any discipline with 50% aggregate marks can apply for this program. Students who take up the exam during the program and qualify in comprehensive assessment standards drawn by IIM Lucknow will be awarded a 'One Year Part Time Certificate of Successful Completion'. The Executive Management Program in Sales and Marketing (EMPSM) will groom an individual to be a better manager with effective and time bound decision making capabilities.

Speaking on the occasion, Dr. Neeraj Sharma, Vice President, NIIT, said, *"We at NIIT Imperia have always believed in offering opportunities to network and learn from the best in the corporate world. The program in Executive Management in Sales and Marketing (EMPSM) will help professionals in developing their ability to create greater value for their organization. This certificate course will help create a pool of competent professionals for the industry."*

Prof. Rajeev Kumra, Professor, Marketing & Program Director-EMPSM, IIM Lucknow, said, *"Being a leading academic content provider in management education we would like to make quality content available to young professionals to help them play strategic roles in the corporate world. With the world moving towards online learning, virtual classrooms have opened a whole new avenue for us."*

*He further added, "We are delighted to partner with NIIT Imperia to make Executive Management program in Sales and Marketing (EMPSM) available to young managers across the country using NIIT's Synchronous Learning platform. IIM Lucknow has designed the program, the delivery will be from select faculty members of IIML and the participants of the program will also be certified by IIML. This program will be delivered using NIIT's high quality video, audio and data SLT Platform, thus creating a live virtual classroom."*

The 1-year program in sales and marketing focuses on practical ways to learn from case studies, real life example and assignments with hands-on approach. In addition to this, students need to attend a



mandatory 4-day campus module at IIM Lucknow, Noida campus at the beginning of the program and a 2-day campus module towards the end of the program. Students can also avail up to 90% of the program fee as Customized Education Loan from leading banks.

This part time certificate program is a blend of core domain knowledge and usable skill requirements in sales and marketing, personality profiling, sales force management, digital marketing, sales promotion and rural marketing in Indian context. The program is designed to meet the modern-day industry needs and is a perfect fusion of formal classroom sessions, assignments, case-studies, simulation exercises, role-plays, and other reference work.

For more information visit:-

Call: **1800 266 0304** or log on to [www.niitimperia.com](http://www.niitimperia.com) to locate your nearest NIIT Imperia centres.

#### **About NIIT Imperia**

NIIT Imperia, Centre for Advanced Learning has been specially created to provide quality Management Education to working professionals.

NIIT Imperia draws upon NIIT's expertise in the design and management of distributed education programs to provide the study-environment for students, the technology platform, and the allied education services & processes that make up the total teaching-learning experience.

This combined with the strategic academic alliances with some of the most prestigious management and technology institutions in the country today provides a truly rich learning experience.

Academicians from these institutions have worked with NIIT Imperia to design programs in Management, Technology and other specialised areas, where the program contents and teaching pedagogy have been refined to be appropriate for working professionals of specified backgrounds.

At the core of NIIT Imperia's educational delivery methodology is state-of-the-art Synchronous Learning technology. Having designed and used Synchronous Learning technology for many years, NIIT Imperia has built around this technology a unique learning methodology and student experience that includes the best features of conventional classroom education coupled with advanced e-learning and learning management techniques.

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