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December 30, 2015

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2. **The Manager**
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   1st Floor, New Trading Ring,
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Subject: Press Release dated December 30, 2015

Dear Sir,

Please find enclosed a copy of the press release titled "NIIT IFBI announces Certificate Program in Banking Sales and Marketing in association with Catholic Syrian Bank."

This is for your information and records.

Kindly acknowledge the receipt.

Thanking you,

Yours truly,
For **NIIT Limited**

Authorised Signatory

Encl: a/a

Press Release

NIIT IFBI announces Certificate Program in Banking Sales and Marketing in association with Catholic Syrian Bank

New Delhi, December 30, 2015: NIIT Institute for Finance, Banking and Insurance (IFBI), India's largest banking training institute announced the launch of its **1st batch** for **Certificate Program in Banking Sales and Marketing (CPBSM)** in association with Catholic Syrian Bank (CSB). CPBSM is an exclusive program that aims to build a pool of probationary officers with marketing skills.

The one-month Certificate Program in Banking Sales and Marketing, by NIIT IFBI in collaboration with Catholic Syrian Bank is designed for training and recruitment of Probationary Officers to be posted in sales and marketing of various Deposit, Loan, Insurance products of the Bank under various Functional Verticals of the bank. This program is blend of core domain knowledge and usable skill-set requirements like sales and marketing, technology familiarity and customer handling. To start with, the programme will be available in select locations including Thrissur, Trivandrum and Coimbatore, as per immediate requirements.

Speaking on this significant partnership, **Mr. Bimal Jain, President NIIT IFBI** said, ***"As pioneers in the BFSI industry in India, NIIT IFBI has been working towards creating professionally trained workforce for the BFSI industry. This strategic partnership with the Catholic Syrian Bank has been tailor made to create a large pool of industry-ready talent who would be offered challenging career opportunities with the Bank."***

This program has been specifically designed to develop and empower graduates with robust skill sets and vital insights needed to undertake marketing banking business as a probationary officer in banks. Graduates/post graduates with minimum of 60% marks in their graduation and less than 28 years of age can apply for this course. On successful completion of the program, students will be placed with CSB.

The selection to the program will be through in-house screening process with final interview by CSB officials. Post successful completion of the probation period of 2 years, the PO will be absorbed as Assistant Manager (Grade-1) and will be awarded with the program certificate.

The first batch of the Post Graduate Certificate Program in Banking Sales and Marketing (CPBSM) have been selected after going through a test and interview conducted by IFBI and CSB. The selected candidates have been provided with provisional offer letter and will be absorbed by the bank post completion of training.

About Catholic Syrian Bank

The genesis of Indian Banking is associated to a large extent with Swadeshi Movement, which inspired many Indians to promote Swadeshi Banks in the beginning of the 20th Century. The enterprising founders of Catholic Syrian Bank Ltd also found this period to be a moment of opportunity to promote the establishment of a bank. Thus was born **The Catholic Syrian Bank Ltd**, nine decades ago, on **26th November 1920** to be exact at Thrissur, which in later years acquired the unique distinction of being a centre with the highest concentration of banks in the South. The founder directors of the bank were people of eminence known for their foresight, integrity and initiative. The policy they laid down has been consistently upheld by the successive generations who guided the destiny of the institution.

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.

NIIT IFBI has placed over 35000 candidates across BFSI organisations and trained over 150,000 working professionals in India for the Banking and Financial Services Industry in the last eight years.

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 Enrolment".

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

Career programs – Post Graduate Diploma in Banking Operations (PGDBO) program, Post Graduate Diploma in Retail Banking(PGDRB), Post Graduate Diploma in Branch Banking(PGDBB), BankVantage Career Programs, Certificate Course in Retail Banking Sales Management; Bank PO & Clerical Exam Preparation Programs; Corporate Training programs; Short term industry relevant certification programs.

NIIT IFBI was recognized as the 'Most Innovative Recruitment Management initiative' at the Talent & HR Leadership Conference Awards by ET Now and World HRD Congress 2013; "Best Training School for Banking and Financial Services courses2013", at the Brands Academy Education Excellence award and the 'Best Training School in the Banking and Financial Services' by The Week- Nielsen Survey, May 2009.

For media queries, please contact:

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