

NIIT ranks as 'India's Most Trusted Training Brand' for 3rd year in a row

Wins the coveted award based on Trust Research Advisory's - Brand Trust Report, India Study 2015

New Delhi, May 21, 2015: NIIT Limited, a global leader in skills and talent development, has been conferred the '**India's Most Trusted Training Brand**' award 2015, by Trust Research Advisory (TRA) India's foremost data insights company dedicated to understanding, simplifying and researching aspects that makes the intangibles of brands more measureable. NIIT has received the coveted award for the third year in a row.

Established in 1981, to help the nascent IT industry overcome its human resource challenges, NIIT has today grown to be a global leader in skills and talent development. Spread across 40 countries, NIIT has impacted over 33 million learners since inception. A pioneer and trend setter in IT education in India, NIIT has kept pace with the market by providing a range of innovative solutions to address the manpower needs for the emerging knowledge economy.

Speaking on the occasion, **Mr. Rahul Patwardhan, CEO Designate, NIIT Ltd.** said, *"It is indeed an honour to have received this prestigious award for the 3rd year in a row. This is a recognition of our efforts to constantly innovate by introducing, a diverse range of learning and talent development programs to millions of individual and corporate learners in areas including Banking, Finance & Insurance, Soft Skills, Business Process Excellence, Retail Sales Enablement, Management Education, Multi-Sectoral Vocational Skills, Digital Media Marketing, and new-age IT. With innovation at the core of education delivery, instructional pedagogy and business models, NIIT will continue to play a pioneering role in the training space."*

The research carried by Trust Research Advisory (TRA) was conducted across 16 Indian cities that covered over 5 million data points across 19,000 unique brands. The report measured consumers' trust and brand insights by measuring variables that influence consumer behavior.

Elaborating on the recognition, **Mr. Sachin Bhosle, Research Head, Brand Trust Report** said, *"Given the intense competition in every field, education training brands have become essential in the Indian context where individuals are striving to be the best and are relying on brands such as NIIT. Brand NIIT, which provides multi-disciplinary learning management and training delivery solutions to corporations, institutions and individuals, has since its inception holistically addressed the deficit in this field and thus by maintaining its standards, has over the years gained immense trust. The Brand has appeared in the Brand Trust Report, India study 2015 and is the most trusted in the category of training."*

Trust Research Advisory, a part of the Comniscient Group, is a Brand Intelligence and Data Insights Company dedicated to understand and analyze stakeholder behavior through two globally acclaimed, proprietary matrices of Brand Trust and Brand Attractiveness. TRA has been publishing India's Most Trusted Brands in 'The Brand Trust Report, India Study' for the last four years consecutively.



In the last decade, NIIT diversified beyond IT training by entering into partnership with domain experts in growing industry verticals. These included alliances with ICICI for developing trained manpower for Banking & Financial Services sector through its IFBI initiative; and with Genpact for BPM training. Similarly it has joined hands with leading B- Schools like IIMs for its NIIT Imperia venture, aimed at working professionals. In the corporate front, NIIT offers best-in-class Managed Training Services that enable clients to reduce cost, embrace change and drive real quantifiable business impact. In the schools space, NIIT's technology based learning solutions aim to make the vital process of teaching and learning simpler, thus bringing joy back into learning.

About NIIT

Established in 1981, NIIT Limited, a global leader in Skills and Talent Development, offers multi-disciplinary learning management and training delivery solutions to corporations, institutions, and individuals in over 40 countries.

NIIT has three main lines of business across the globe- Corporate Learning Group, Skills and Careers Group, and School Learning Group.

NIIT's Corporate Learning Group (CLG) offers Managed Training Services (MTS) to market-leading companies in North America, Europe, Asia, and Oceania. The comprehensive suite of Managed Training Services includes custom Curriculum Design and Content Development, Learning Administration, Learning Delivery, Strategic Sourcing, Learning Technology, and Advisory Services. With a team of some of the world's finest learning professionals, NIIT is dedicated to helping customers increase the business value of learning and development (L&D). Built on the sound principles of 'Running Training like a Business', NIIT's Managed Training Services and best-in-class training processes enable customers to align business goals with L&D, reduce costs, realise measurable value, benefit from rock-solid operations, and increase business impact.

NIIT's Skills and Careers Group (SCG) delivers a diverse range of learning and talent development programs to millions of individual and corporate learners in areas including Banking, Finance & Insurance, Soft Skills, Business Process Excellence, Retail Sales Enablement, Management Education, Multi-Sectoral Vocational Skills, Digital Media Marketing, and new-age IT. These programs are delivered through a hybrid combination of the 'Cloud Campus' online platform, satellite-based 'Synchronous Learning Technology' and a physical network of hundreds of learning centers in India, China, and select markets in Asia & Africa. The flagship multi-disciplinary course offerings include the industry-endorsed RevGNIIT program and a set of Post Graduate Programs for students from different streams, apart from a wide range of specialist short duration programs.

To further strengthen its SCG portfolio in India, NIIT has tied up with industry majors like ICICI Bank for NIIT Institute of Finance Banking & Insurance, IFBI; leading business schools in India for NIIT Imperia; Genpact for NIIT Uniqua; and a joint venture with NSDC for NIIT Yuva Jyoti. Besides this, for the China market, NIIT has tied up with governments and software parks in Chongqing, Wuxi, Suzhou, Changzhou, Zhangjiagang, Haikou and Dafeng, for state-of-the-art public-private partnership centres.



NIIT's School Learning Group (SLG) provides technology based learning to over 15,000 government and private schools in India, Bhutan, South Africa and the Middle East. The futuristic NIIT nGuru range of learning solutions for schools comprises Interactive Classrooms with digital content, technology-driven Math Lab, IT Wizard programs and Quick School - an Education Resource Planning software.

NIIT's learning and talent development solutions, have received widespread recognition globally. The company has been named among the Top 20 Training Outsourcing Companies for the past seven consecutive years by Training Industry, Inc. Further, leading Indian ICT journal Dataquest has conferred upon NIIT the 'Top Training Company' award successively for the past 20 years, since the inception of this category. NIIT Yuva Jyoti Ltd was recognized as the Best Vocational Education and Skill Development initiative at the World Education Summit, 2014.

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 2013-14, by Great Place to Work Institute®.

For more information, visit www.niit.com

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