



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 reigning World Chess Champion 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 e-Learning and e-Content 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 5-time World Chess Champion Viswanathan (Vishy) Anand, as he prepares to take on challenger world number 2 Magnus Carlsen, at the World Chess Championship 2013, to be held between November 7 – 28, 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 greatest Indian in the world. Five times World Champion, Vishy is the only person in Chess history to have won the World Championship title in all formats – match, knock-out and tournament. It is his success in the world's oldest game that has made this ancient Indian game, a mass sport in India.

#Wish4Vishy, offers a unique opportunity to every Indian to express their wishes for Vishy's achievements and wish him good luck before the forthcoming World Chess Championship. Indians can stand a chance to win free ticket during the World Chess Championship 2013 and special prizes every alternate day, for the best wish expressed.

Vishy has been associated with NIIT for nearly 15 years now. NIIT Mind Champions 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 Mind Champion, Viswanathan Anand said, *"I would like to thank everyone for the amazing support of the friends who have sent in their wishes for me through NIIT's **#Wish4Vishy** initiative. It would be hard to say that every single wish means a lot to me. Thank you for the fantastic support and good luck!"*

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 Mind Champion, Vishy Anand will be defending his World title at his home ground in Chennai, this November. Hence, 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 via several platforms for the World Chess Championship. These include: Instagram, Twitter, Facebook and www.wish4vishy.com

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 content over 7m. There is an Instagram Feed, Twitter Feed, Facebook feed as well as wishes coming in from kids. The microsite that would be visible.

About NIIT MindChampions' Academy

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

Established in 2002, MCA has touched 1.65 million children across 50,000 schools cumulatively across India. Over the last 11 years MCA has organized more than 1000 District 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 of the country and has visited countries like Africa & China, spreading the message and motivating the school children to start playing Chess.

NIIT MindChampions' Academy conducts the hugely popular ChessMaster known as ChessMaster for school children across India within the NIIT network of schools providing quality IT education. It is also the first institution in India to launch a certificate program in Chess in association with 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 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 bring the best quality educational programs to the remotest corners of the country. NIIT Cloud Campus™ is a revolutionary educational paradigm which takes students beyond the traditional classroom setting. Further, NIIT has set up www.niitcloudcampus.com as a student gateway to help them gain expertise 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. Training IT journal Dataquest has conferred upon NIIT the 'Top IT Training Company' award for the past 10 years since the inception of this category.

NIIT's Individual Learning Business offerings include industry certified programs for student-seeking careers in IT – GNIIT and EdgeIneers, and GlobalNet+ for business professionals. The company has introduced "India's first cloud campus", through its new-age GNIIT program, offering students a higher mobility as they can access courseware using Netbooks to connect seamlessly to the NIIT Cloud Campus network.





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

NIIT Yuva Jyoti, a joint venture between NIIT and NSDC, offers a skills training program, 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 of interactive classrooms, Math Lab, IT Wizard programs and Quick School (Education Resource Planning) software.

NIIT Imperia Centre for Advanced Learning, offers Executive Education programs in association with leading Business schools in India, KPMG, Google India and Internet Corporation for Assigned Names and Numbers (ICANN) using the synchronous learning platform.

NIIT Institute of Finance Banking & Insurance (NIIT IFBI) fosters equity participation from IIFL Bank, offers programs for individuals and corporates in Banking, Finance and Insurance

NIIT Institute of Process Excellence Limited, a NIIT-GI NPAE (NIIT Process Automation) offers complete training outsourcing services to the Business Process Knowledge Process Outsourcing 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 by the 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