



NIIT's
Enterprise
Learning
Solutions
Company
Media Kit



BUSINESS IMPACT. Accelerated. 

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Our Vision

Values, motives and beliefs

We, niit, believe that our growth is the derivative of the growth of each one of us. It is the duty of each one of us to espouse and give active effect to the values, motives and beliefs we state here:



NIIT IS PEOPLE

We have positive regard for each one of us

We will foster career-building by creating opportunities that demand learning, thinking and innovation from each one of us.

We expect each of us to contribute to the process of organisation building and thus derive pride, loyalty and emotional ownership.

We recognise the necessity of making mistakes and risk-taking

When it contributes to the learning, innovation and growth of each one of us.

NIIT IS QUALITY AND VALUE

Each of us will ensure that in any association with society, Society benefits substantially more than:

- (A) what society gives to us.
- (B) what society would gain from any other similar association

We will meet any and every commitment made to society irrespective of any cost that may have to be incurred.

We will ensure our profitability, long-term growth and financial stability, through the process of delivering the best, being seen as the best and being the best.

We will be fair in all our dealings and promote high standards of business ethics.

NIIT IS A MISSION

We will grow in the recognition and respect we command, through pioneering and leading in the effective deployment of technology and know-how.

We will seek to play a key-role in the directions and deployment of technology and know-how for the benefit of mankind.



NIIT is a leading Global Talent Development Corporation, building skilled manpower pool for global industry requirements. The company which was set up in 1981, to help the nascent IT industry overcome its human resource challenges, has today grown to be amongst world's leading talent development companies offering learning solutions to Individuals, Enterprises and Institutions across 40 countries.

NIIT's training solutions in IT, Business Process Outsourcing, Banking, Finance & Insurance, Executive Management Education, and Communication & Professional Life Skills, touch 5 million learners every year. NIIT's expertise in learning content development, training delivery and education process management make us the most preferred training partner, worldwide.

Research-based Innovation, a key driver at NIIT, has enabled us to develop programs and curricula that use cutting-edge instructional design methodologies and training delivery. NIIT's Individual Learning Solutions include industry-endorsed IT training programs like GNIT, Integrated programs for Engineers (NIIT Edgeineers), Infrastructure Management programs (NIIT GlobalNet+).

For working professionals, NIIT Imperia, Centre for Advanced Learning, brings Executive Management Education Programs from premier B-schools in India, at their doorstep. NIIT Institute of Finance Banking & Insurance (IFBI), formed by NIIT with equity participation from ICICI Bank, offers programs for individuals and corporates in Banking, Financial Services and Insurance.

NIIT Uniqua, Centre for Process Excellence, addresses the increasing demand for skilled workers in the business and technology services industry by providing training programs in relevant areas. This is a part of NIIT Institute of Process Excellence, a NIIT-Genpact venture.

NIIT's School Learning Solutions offers turnkey IT integration program for schools and has provided computer – based learning to nearly 7.8 million students in over 9,500 government and private schools. NIIT eGuru is a comprehensive learning solutions for schools. To address the vast population of underprivileged, school aged children NIIT launched the Hole-in-the-Wall education initiative. Our achievements in the area of Minimally Invasive Education earned the coveted Digital Opportunity Award by the World Information Technology Services Alliance (WITSA) in 2008.

About NIIT's Enterprise Learning Solutions Company

NIIT, Inc.'s Enterprise Learning Solutions Company delivers innovative strategies that help clients accelerate business impact. Our clients count on our Managed Training Services specifically in the areas of advisory and learning services, technology tools, and custom content to optimize their learning organizations and to improve time to performance for employees, customers and partners.

We use cutting-edge instructional design and our Critical Mistake Analysis method to deliver award-winning solutions, technology and services. Together with our subsidiaries, Cognitive Arts and Element K, our Global Talent Development programs help clients achieve real-world skills to better compete in today's market.

For more information, please visit www.niit.com or contact Kimberley Kelly, Director of Marketing, NIIT (USA), Inc., Kimberley.Kelly@niit.com.



Our Brands:

CognitiveArts®

CognitiveArts was launched in the early 90's with a vision to create revolutionary learning environments based on the theory and technology developed at Northwestern University's prestigious Institute for the Learning Sciences (ILS). ILS, a world-renowned educational technology research and development laboratory, was founded in 1989 by learning technologist and CognitiveArts' founder, Dr. Roger Schank.

Acquired by NIIT Ltd. in 2003, CognitiveArts today, offers nearly three decades of experience and represents the highest achievement in research, education and experience in learning design architecture having developed over 300 innovative Experience Learning Solutions™ for major corporations and institutions including Allstate Insurance Company, Beth Israel Medical Center, Boston Scientific Corporation, Country Financial and Insurance Services, Columbia University, Ford Motor Company, Harvard Business School Publishing, New York University's School of Law, PriceWaterhouse Coopers and more.

Cognitive Arts now operates as the Strategy and Consulting Practice of NIIT.





Element K® provides learning solutions to corporations, government agencies, educational institutions, and training centers around the world. Our solutions help clients clarify their learning strategies, implement training programs with a host of online and courseware products and services, and manage their programs to achieve desired business results. Element K offers more than 2,800 e-Learning courses, 1,300 print courseware titles, a comprehensive e-Reference library, vLabs® hands-on exercises on remote hardware, professional certifications and KnowledgeHub™, a hosted learning management platform.

With more than 25 years in the e-Learning business, the company delivers custom content, managed services and a range of support services to facilitate talent management and training initiatives. We have developed solutions for a variety of industries including Hospitality, IT, Manufacturing, Financial Services, Government Organizations and Training Centers. Element K is committed to the successful implementation and growth of your learning program, to meet strategic learning objectives and foster growth through skills mastery and professional development.

Company History

Founded in 1982 as Logical Operations, the company began as an onsite computer training facility. In 1991, Ziff-Davis acquired the company, renamed it Ziff-Davis (ZD) Education and made published materials available to a broader, offsite audience. In 1996, ZD Education introduced LearnItOnline.com – the first online learning site to offer an interactive, self-paced information technology curriculum.

In February 2000, U.S. Equity Partners, L.P., an affiliate of Wasserstein & Co., acquired the company and renamed it Element K. In July of 2006, NIIT purchased Element K, giving the company unsurpassed global reach and efficiency to further extend their “best-in-class” product offerings and comprehensive set of learning solutions and services to clients around the world.

Achievements (Awards & Recognition)

We're enormously proud of the recognition we've received by some of the most prestigious organizations in the learning industry:

Excellent in e-Learning Awards – Brandon-Hall

Gold Awards:

- State Farm Leadership Development
- Yes! The Interactive Negotiator
- 1-800-For-Service
- Cable and Wireless Insight: Interactive Sales Training for Account Managers

Silver Awards:

- Cutler-Hammer Value Selling
- Target Guest Services
- Altria Code of Conduct

New Media Invision Awards:

Gold Awards:

- Yes! The Interactive Negotiator

Silver Awards:

- Corporate Finance Advisor Telemarketing and Call Center Solutions Magazine
- Editor's Choice Award for 1-800-For-Service

ASTD BEST Award

BEST Awards recognize companies that treat learning as a business and are awarded recognition from the American Society for Training and Development

CINDY Awards

Gold Awards:

- Liberty Mutual: Driving Profitable Growth
- Consultative Selling in Finance – Learning Insights
- Cutler-Hammer Performance Management
- Dept of Veterans Affairs Compensation and Pension Examiner's System

(International CINDY)

Silver Awards:

- Clinical Management of Neuropathic Pain: A Problem-Based, Interactive Model
- Anixter Coaching Environment
- Cutler-Hammer Value Selling
- Anixter Coaching Environment

Society of Insurance Educators

Our Auto-Quoting customized courseware developed for Allstate Insurance Company earned Allstate the prestigious Innovation Award at the 2007 Society of Insurance Educators conference.

Training Top 125 Award (2007, 2008)

Training Magazine recognize companies that most outstanding training organizations in US businesses



“More frequently we see organizations which require large amounts of training are seeking to partner with global training experts fulfill their needs from a Manage Training Services perspective, and we are honored to be listed among the industry’s best providers”

— Sapnesh Lalla, Senior Vice President NIIT (USA), Inc.

Rajendra S. Pawar

Chairman and Co-founder of the NIIT Group



Mr. Rajendra S. Pawar is Chairman and co-founder of the NIIT Group, that encompasses two businesses—NIIT Technologies Limited, the software and services arm and NIIT Limited, the leading Global Talent Development Corporation.

Set up in 1981, NIIT pioneered the computer education market in India, creating a completely new industry segment and taking it to consolidation and maturity. Mr. Pawar has played a leadership role in nurturing NIIT and building it into a leading Global Talent Development Corporation.

By pioneering NIIT's innovative franchising model, he enabled the company to unleash a wave of entrepreneurship across the globe, providing young people with the opportunity to create viable businesses centred on IT learning.

Mr. Pawar led NIIT's foray into the software and services market, creating NIIT Technologies, a global IT Solutions organization. Assessed at SEI-CMMi Level 5, NIIT Technologies serves clients across North America, Europe, Asia and Australia.

Mr. Pawar is a member of Prime Minister's National Council on Skill Development, a council chaired by the Prime Minister of India.

He is a member of the Planning Commission's Task Force on Skill Development and has also served on the Prime Minister's National Task force, which aimed at making India an IT Superpower by 2008. He is also helping the Government of South Africa develop a growth strategy for its ICT industry.

Actively involved in India's key Chambers of Commerce, Mr. Pawar has led several ICT industry initiatives, giving voice to the sector's aspirations and goals. He has been a Founder Member of NASSCOM (the National Association of Software & Service Companies). He is currently a member of the International Business Council of the World Economic Forum.



Rajendra S. Pawar cont. Chairman and Co-founder of the NIIT Group

Global Business Intelligence firm, Ernst & Young conferred on Mr. Pawar its prestigious Master Entrepreneur of the Year Award in 1999. He has also been named the IT man of the Year by IT industry journal, Dataquest. Pawar has been awarded 'The Global India Splendor Award' on the occasion of 60th year of India's independence, for his work on developing human resource potential.

Known for promoting industry-academia alliances, Mr. Pawar has been working closely with the country's well-known educational institutions. He is on the Board of Governors of India's premier engineering institution, IIT Delhi; country's first global business school, the Indian School of Business; and the Scindia School. Mr Pawar also serves on the Board of Management of world's largest distance learning university, Indira Gandhi National Open University.

Mr. Pawar studied at the Scindia School, Gwalior and graduated from the country's prestigious engineering institution, the IIT, Delhi in 1972 where he pursued the B. Tech programme in electrical engineering and received the Distinguished Alumnus Award of IIT in 1995. He has also been awarded an Honorary Doctoral Degree by the Rajiv Gandhi Technical University in 2005.

Mr. Pawar is an avid reader, writer and music buff.



Vijay K. Thadani

Chief Executive Officer, NIIT

Vijay K. Thadani is the Chief Executive Officer of NIIT, Asia's No. 1 trainer and leading Global Talent Development Corporation. As the co-founder of NIIT, he has built an organization that is recognised for its innovative efforts of taking computer education out of the confines of a few exclusive universities and bringing it to the masses.

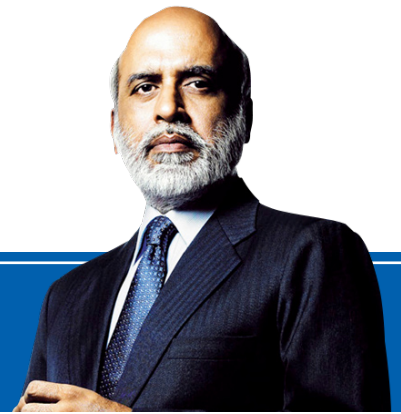
Mr. Thadani also serves on the Board of NIIT Technologies Limited, a leading SEI-CMMi Level 5 assessed IT Solutions organisation, servicing customers in the USA, Europe, Japan, Asia Pacific, and India.

Mr. Thadani has led the Group's globalization efforts since 1991, taking the NIIT flag to over 40 countries. As the Chairman of NIIT USA, and based out of Atlanta (1999-2003), he mentored NIIT's Strategic Alliance Programme that resulted in successful acquisitions of leading technology companies to fill in critical technology gaps in NIIT's Software Solutions and Knowledge Solutions offerings and to gain customer access.

Mr. Thadani is deeply involved in strengthening and consolidating NIIT's presence in the Chinese market, where the company began operations in 1998. What started out with one education centre in Shanghai has now expanded to a 100-plus centre network across 25 provinces. Mr. Thadani was recently honoured with the position of 'Economic Consultant' to Chongqing, world's largest city in the People's Republic of China.

Mr. Thadani has headed many Industry Associations and Societies including the Indian IT industry association, MAIT. He has also chaired the Indian Government's Committee on National Information Infrastructure Policy. Mr. Thadani has served as the Chairman of the IT Committee of the Confederation of Indian Industry (CII) in the USA and has led delegations to Korea, Japan, Taiwan, China and the United States to promote India's IT capability. He is currently the Chairman of CII National Committee on Education.

A 'distinguished alumnus' of the premier IIT Delhi, Mr. Thadani has lectured at prestigious institutions including the University of Michigan Business School, the J L Kellogg Graduate School of Management and the Indian Institutes of Management (IIMs).



P. Rajendran

Director & Chief Operating Officer

Parappil Rajendran, Director & Chief Operating Officer of NIIT joined the company at the time of its inception in 1982 and has been a part of the core team which has developed the organization and brought it to its present position of international standing. NIIT, an Indian-born multinational company, is known for many innovations in IT education.

Mr. Rajendran an alumnus of Indian Institute of Technology, Delhi, led NIIT's computer & computer assisted education in the schools segment, which now touches 2.5 million children from over 7700 government and private schools.

A true "People Person" and a believer in leveraging Information Technology for HR competitiveness, he has helped NIIT emerge as one of the most preferred employers in the Indian IT Industry. The company received the 1998 National HRD Award for the best HR practices, the World HRD Congress 2000 Award for Innovative HR practices and the Delhi Management Association – Watson Wyatt Award 2004 for Excellence in Innovative HR Practice.

Mr. Rajendran has also been actively associated with Indian industry associations like Confederation of Indian Industry, Manufacturers' Association of Information Technology, NASSCOM and professional bodies like Institute of Electrical and Electronics Engineers, USA. He takes keen interest in the area of deployment of ICT for human development and creation of jobs in the future.

Management Team

Our management team is comprised of experienced professionals with broad, multidisciplinary backgrounds in business, management, marketing, sales, education, corporate training and technology. Each brings a diverse background and unique professional experience to our leadership team.

Sapnesh Lalla, Sr. Vice President & Business Unit Head

Amitabh Lahiri, Vice President Global Operations

Dr. Gregg Collins, Ph.D, Vice President & Global Head of Instructional Design

Dr. Chip Cleary, Ph.D, Vice President, Strategy & Consulting

PR Subramanian, Chief Financial Officer

Sandra Pruitt, Sr. Director of Human Resources

Kimberley Kelly, Director of Marketing

Investor Information

NIIT Limited is making strides in its transformation from an IT & IT enabled training Company to a Global Talent Development Corporation.

The Company continues to grow, based on its stated strategy set which focused around:

- Accelerated growth
- Improved profitability
- Market leadership in chosen areas based on the foundations of strong channel, technology, higher education partnerships and operating strategies which included talent transformation, customer acquisition and improved infrastructure.

Listings & Codes

- National Stock Exchange of India Limited (NSE)
- Bombay Stock Exchange Limited (BSE)
- Trading symbol at NSE - NIITLTD
- Trading symbol at BSE - 500304
- ISIN at NSDL/CDSL - INE161A01038

For more information, please download the most recent Annual Report or contact:

Manager- Investor Relations

NIIT Limited
85, Sector 32
Gurgaon 122001, Haryana
Tel : 91 (124) 4293000
Fax : 91 (124) 4293333
Email : investor.relations@niit.com

Products & Services

The NIIT suite of services is comprised of seven discrete practice areas. Each focus area is staffed by a cohesive team of experts with extensive experience in their discipline and within the client industries they serve.

A true end-to-end provider of learning services and learning technologies, NIIT offers its clientele proprietary, award winning methodologies and top-level quality certifications. But awards and methodologies are only part of the story. What really drives NIIT to be the best in the business is the pursuit of enterprise wide satisfaction from our client base.

1. Curriculum Design Practice

The Curriculum Design Practice focuses on developing curricula that truly solve business problems and seamlessly adapt to each learning opportunity's unique requirements. Specialists with decades of experience first develop detailed learning resource specifications and conduct a thorough analysis of the learning approaches to be used, ensuring that the combination of learning approaches is carefully calibrated to suit the objectives of the program. Because NIIT maintains such a huge, unbiased base of expertise that spans every legitimate learning approach, each solution is built to perfectly align with the program's detailed requirements, the learner group's styles and appetites, and the client's specific business objectives.

2. Content Development & Management Practice

The Content Development & Management Practice focuses on developing completely customized learning content. Content development experts create the appropriate combination of Instructor-Led training and web-based training, while also incorporating experience-based simulations, as well as custom course books and reference materials.

3. Learning Delivery & Management Practice

The Learning Delivery & Management Practice solves complex business problems that free clients from the high cost and constant resource management headaches that result from dynamic learning requirements. Because learning solutions are our only business, NIIT maintains a massive talent base that can scale up and down on demand and can remain fluid with whatever learning delivery method is required: on-site classroom trainers, online faculty and mentoring, and fully managed application/process rollout services.

4. Technology Integration & Management Practice

The Technology Integration & Management Practice offers clients a diverse set of technology-based learning tools that reliably support every learning solution. From managing LMS/LCMS implementation and ongoing maintenance to offering virtual classroom programs, Knowledge Portals, playbook development engines and customizable hosted LMS offerings, NIIT can quickly deploy nearly any combination of learning technology to create efficiency, reliability and cost effectiveness.

5. Learning Administration Practice

The Learning Administration Practice eliminates an entire category of staffing and cost encumbrances by offering turnkey programs that address course management requirements, student enrollment services, instructor staffing and training, scheduling, materials fulfillment and vendor management.

6. Learning Infrastructure Practice

The Learning Infrastructure Practice enables clients to confidently turn over their learning infrastructure to a seasoned, capable partner who can continuously anticipate and quickly solve virtually any learning technology challenge. NIIT offers robust, global, hosted technology services and sophisticated facilities provisioning that support every aspect of the learning technology infrastructure.

7. Strategy & Consulting Practice

The Customized Advisory Services Practice helps NIIT clients solve business problems that can be addressed with appropriate learning solutions. With a focus on optimizing the business impact from implementing custom-designed learning solutions.

Verticals We Serve

Automotive

Banking, Finance & Insurance

Consumer Products

Energy & Utilities

Healthcare

Higher Education

Professional Services

Publishing

Retail

Technology

Telecommunication

Our Clients

We've earned the continuing trust of market leaders and industry heavyweights for nearly three decades, and continue to innovate, impress and delight our clients.



Media Contacts

North America, The United Kingdom & Europe

For inquiries regarding NIIT's Enterprise Learning Solutions in the United States, United Kingdom and Europe please contact Ms. Kimberley Kelly, Director of Marketing, NIIT (USA), Inc. Kimberley.Kelly@niit.com.

South America, Africa, Asia, Australia and Other Countries

For international inquiries in the above listed areas, please contact our global headquarters Mr. Prateek Chatterjee, Head of Corporate Communications, NIIT Limited, Prateek. Chatterjee@niit.com.

Appendix - Helpful Resources

Logo and Element Usage

Download a complete set of logos at <http://img.en25.com/Web/NIIT/niitlogos.zip>

NIIT[®]

NIIT[®]

NIIT[®]

Cognitive**Arts**[®]  element k[®]

NIIT[®]

Cognitive**Arts**[®]

Correct Display

Cognitive**Arts**[®]

 element k[®]

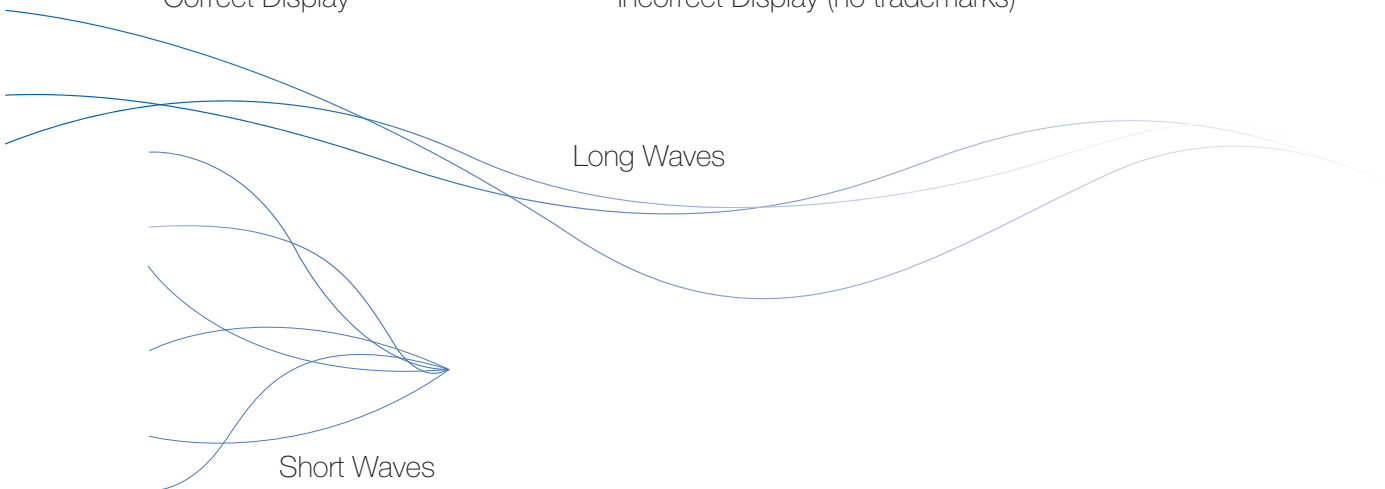
 vlab[®]

BUSINESS IMPACT. *Accelerated.* 

NIIT[®]

Cognitive**Arts**

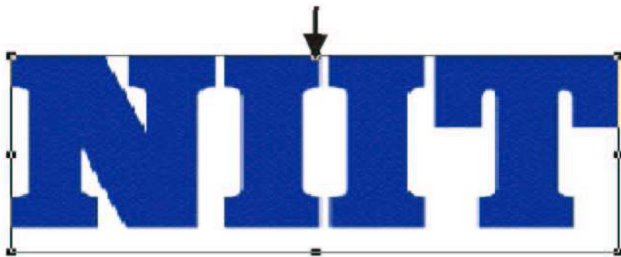
Incorrect Display (no trademarks)



NIIT Logotype Usage Guidelines

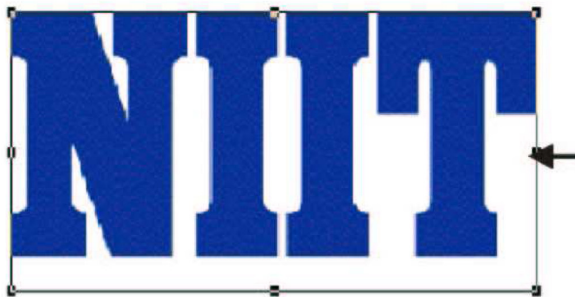
The NIIT logotype is always presented in a fixed configuration. The letter N I I T have been specially designed and letter-spaced. It must never be rearranged or created in other typefaces. Every reproduction of the NIIT logotype should be clear, crisp and undistorted from the original design.

YOU MUST NEVER CREATE AN NIIT LOGOTYPE THROUGH ANY SOFTWARE OR COMPUTER. THIS LOGO HAS BEEN DRAWN SPECIALLY.



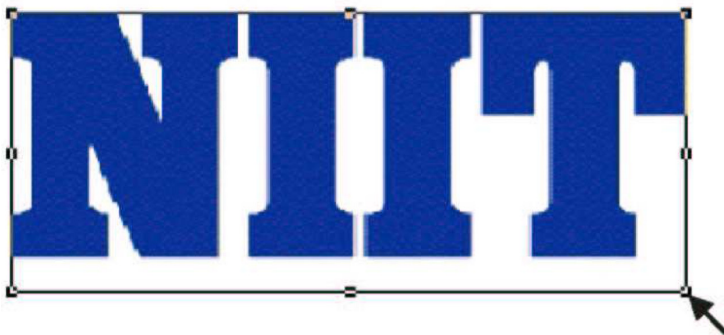
Incorrect Logo Resizing

Don't resize the logo by dragging horizontal center point. It will change the proportion and shape of the logo.



Incorrect Logo Resizing

Don't resize the logo by dragging vertical center point. It will change the proportion and shape of the logo.

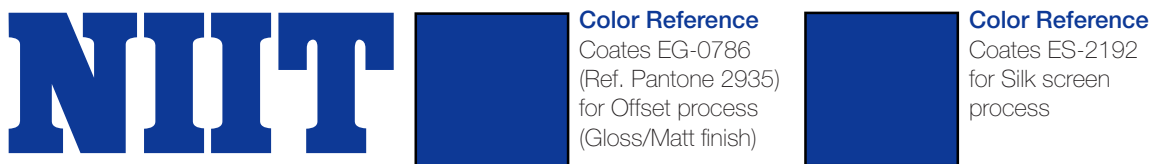


Correct Logo Resizing

To resize the logo in right proportion and shape, **select the pointer tool, press Shift button and drag the logo from any of the four corners.**

Color Specifications

The NIIT logotype should always be produced in Coates EG-0786 NIIT Blue colour (offset), Copol NIIT Blue ES-2192 (screen) or Pantone 2935* dark blue. Colour is specifically created by NIIT thru Coates of India and their list of dealers in the country is enclosed. The exception is dark, patterned or photographic backgrounds, in which the logotype can be printed in reverse white. In reverse applications, the colour chosen should provide sufficient contrast to the logotype, and should never be lighter than 50% value of black.



Four Color Printing

If you are unable to use the Coates EG-0786 colour then most printers can be expected to reproduce an accurate colour version by using the four colour process. Coates EG-0786 can be reasonably matched by using a combination of 100% Cyan and 65% Magenta. A sufficient number of colour swatches are provided at the back of the manual.

One Colour Printing

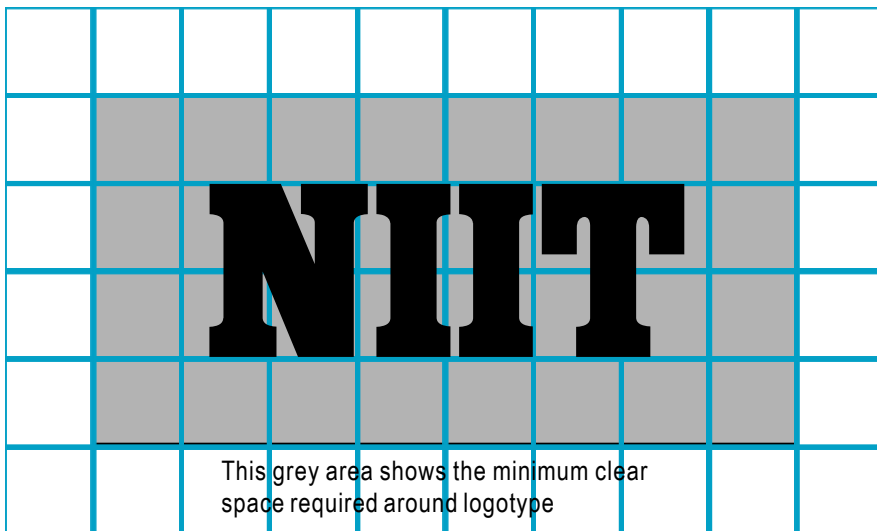
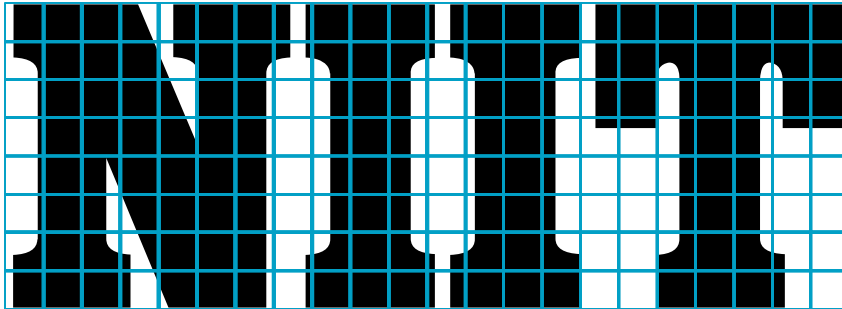
The least expensive method of printing is in one color only. Where only one color is available the color selected should be either black or Coates EG-0786 or ES-2192.

NIIT Pantone* 2935 (Dark Blue)
is the closest match to
Coates EG-0786/ES-2192.

NIIT

Logotype Dimensions

Whenever writing the logotype on a large mounted surface, please follow the diagram shown here for the right proportion, spacing between letters, the thickness of lines and their position. Please keep the logotype in blue (Coates EG-0786) on a lighter background.



The minimum size of the logotype as shown below should not be smaller than 9mm height of the letter 'N' and it can go up by 3 mm stages i.e. 9, 12, 15, 18 or 21 mm etc. but wherever the sizes are predetermined and fixed, it should be used only at that size.



Websites

<http://www.niit.com>

<http://www,cognitivearts.com>

<http://www.elementk.com>

Newsletters

http://www.niit.us/content/Dialogue0709_ceo1

About NIIT

<100 Words

NIIT, Inc.'s Enterprise Learning Solutions Company delivers innovative strategies that help clients accelerate business impact. Our clients count on our Managed Training Services specifically in the areas of advisory and learning services, technology tools, and custom content to optimize their learning organizations and to improve time to performance for employees, customers and partners.

We use cutting-edge instructional design and our Critical Mistake Analysis method to deliver award-winning solutions, technology and services. Together with our subsidiaries, Cognitive Arts and Element K, our Global Talent Development programs help clients achieve real-world skills to better compete in today's market.

Established in 1981, NIIT is known globally as the number one choice for strategic learning solutions. We proudly partner with the world's leading education, technology, publishing and Fortune 500 companies. NIIT has won over 40 awards, including 12 Brandon Hall awards.

For more information, please visit www.niit.com or contact Kimberley Kelly, Director of Marketing, NIIT (USA), Inc., Kimberley.Kelly@niit.com.

>100 Words

NIIT, Inc.'s Enterprise Learning Solutions Company delivers innovative strategies that help clients accelerate business impact. Our clients count on our Managed Training Services specifically in the areas of advisory and learning services, technology tools, and custom content to optimize their learning organizations and to improve time to performance for employees, customers and partners. Established in 1981, NIIT is known globally as the number one choice for strategic learning solutions. We proudly partner with the world's leading education, technology, publishing and Fortune 500 companies. NIIT has won over 40 awards, including 12 Brandon Hall awards.