

# McDonald's of Education

Through a robust franchising network, NIIT Ltd has reaped huge success and earned the title of "McDonald's of Education" by igniting the fire of entrepreneurship across the country.

**T**O help the nascent IT industry overcome its human resource challenges, NIIT forayed into franchising in the year 1986 to deliver high-quality, cutting-edge, standardised technology learning by partnering with franchisees. In the last 30 years, it has steered and led the training segment, shaped it, mentored it and enabled it to cross India's borders into a global realm. Today, the brand has grown to be amongst world's leading talent development

companies, offering learning solutions to individuals, enterprises and institutions across 40 countries with 350 education centres. NIIT's training solutions in IT, Business Process Outsourcing, Banking, Finance and Insurance, Executive Management Education, and Communication and Professional Life Skills, touch five million learners every year.



< [www.franchiseindia.com](http://www.franchiseindia.com) >



## Franchise facts

**Sector:** Education & training

**Investment:** Rs 25-30 lakh

**Area:** 2,000-3,000 sq.ft

**Expected break**

**even:** One year

**Franchise units:** 1,000

**Expansion plans:** tier II & III cities

## Business development

Amitabh Lahiri, Chief Business Officer, Career Building Solutions (IT), NIIT Ltd, says: "In the next five years, we hope to increase our centres by 30 per cent, both at the national and international level. We will, however, be focusing on tier II and III cities, where we can set up our centres in 100-150 locations."

### BRAND'S SUCCESS

**MANTRA:** NIIT Ltd

is known for building skilled manpower pool for global industry requirements.