

Strategy is to move towards platform-led presence: NIIT

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NIIT Ltd, which offers learning management and training delivery solutions to corporations, institutions and individuals, has decided to strategically move away from brick-led presence and towards platform-led presence, in its aim to engage with global consumers.

"We are looking at a transformation journey for creating technology platforms, to engage with people at large and create global customers," Udai Singh, Head of New Business Initiative, NIIT Ltd, told *BusinessLine* after the company announced the acquisition of Bengaluru-based startup Perceptron Learning Solutions.

The company believes that this acquisition will bring together complementary technology platforms and capabilities of NIIT and Perceptron, thus enabling NIIT to further accelerate its digital transformation initiatives - StackRoute, digiNxt, and Training.com.

'Ilimi', which is Perceptron's next-gen learning platform, combines developments in semantic computing, predictive analytics, learning science, etc.

NIIT did not divulge the size of the deal but said "it is not a very large size transaction since Perceptron is fairly young".

With the acquisition, NIIT has also appointed Satish Sukumar, co-founder and CEO of Perceptron, as Chief Technology Officer of StackRoute Labs. NIIT's StackRoute Labs aims to build competencies in areas such as machine learning, IoT and full stack product engineering.

The company's announcements and tie-ups with various players in the last few



Udai Singh

months also clearly indicate its focus towards strengthening its digital presence.

Earlier this month, NIIT announced a tie-up with IIM Calcutta for the latter's 'Post Graduate Certificate in General Management'(PGCGM).

The programme will be delivered through a combination of online and offline modes. The online component will be in direct-to-device mode through NIIT's Training.com learning platform.

On September 1, the company had launched 'Java Enterprise Apps with DevOps' to enable learners to implement various aspects of enterprise app development through project-based learning methodology.

In June, the company had launched its first interactive live, online course in digital marketing, offered in association with Digital Marketing Institute (Ireland). In May, it had announced a tie-up with massive open online course (MOOC) provider edX to offer a blended learning MOOC model.

However, this thrust on digital does not mean that the company will offer only online training. "Our focus on digital will not mean that only online training will be available. NIIT centres will continue to operate to offer distinct learning," Singh clarified.

