

Franchise Plus

March 2010

More than 85 per cent of our domestic centres and 100 per cent of our overseas centres are franchise centres. As much as 60-70 per cent of NIIT business is contributed by our business partners.

under the aegis of 'Customer Delight Council' – a group of elite set of business partners who contribute to the thinktank of the organization. Depending on their performance, every year we select 20 business partners. In the customer Delight Council, 33 percent members are the same as in the previous year while the rest are newly selected. The council helps identify new products and strategies. We have student scholarship programmers for the benefit of franchise centres. We also run rewards and recognition programmes for the franchise partners.

Q Do you encourage your existing partners to own multiple centres?

A Oh yes we do encourage our existing business partners to start new centres. We also encourage them to refer their friends to us. More than 50 percent of our new centres in the last three years have been opened by our business partners. This has been made possible because our business partners have a huge sense of emotional pride, loyalty and ownership and many of them have been with us for the last 15-20 years.

Q What have been the recent significant initiatives by The NIIT?

A We forged valuable partnerships with SAS, CISCO, IBM etc and enhanced our product portfolio, ensuring that channel partners take these products. We came up with a new business line-NIIT Uniqua. We developed this business model, specifically for the BPO Industry, with Genpact. Under Institute of Finance, Banking and Insurance we offered the product to our business partners. Then, there was NIIT Imperia, our management education programme in partnership with IIMs. We also launched a set of Infra Management Services (IMS) under which short-term and long-term career programmes are available. We will do lot more work in this area next year. More recently, we have launched SAP training which is still in the nascent stage. The benefits of our product expansion are passed on to our business partners as whatever product is under our portfolio, is automatically available to them.

Q What are your expansion plans?

A Next year we hope to increase our centres by 20 percent both at the national and international level. Currently we have 900 plus centres including 400 overseas centres. All these overseas centres are franchised ones whereas 450 of the 500 odd national centres are franchised centres.

As far as geographical expansion is concerned, we are pretty well represented in metros and there's scope to add only about 12-15 new centres there. We'll however be focusing on tier 2 and tier 3 cities where we can set up our new centres in 70-80 locations. The smaller locations hold promise as IT is spreading in these areas. Globally, we are looking at Latin America, Africa and China. ■

