

## The Franchising World, National March 2011

# Established

EDUCATION & TRAINING | NIIT

## Nurturing talent in IT

**N**IIT is a leading global talent development corporation, building skilled manpower pool for global industry requirements. It offers learning solutions to individuals, enterprises and institutions across 40 countries.

By pioneering franchising in IT education in 1986, NIIT revolutionised the IT landscape in India. It ushered a wave of entrepreneurship in the country and created a strong network of business partners. It has over the years forged relationships with technology leaders, including



### Franchise facts

Sector: Talent Development

Investment (in Rs): 18-70 lakh

Area: 1,500-4,000 sq.ft

Location: Pan India

RoI: Depends from

centre to centre

Expected break even:

1-2 years

Franchise units: 1,100

Annual turnover (in

Rs): 1,200 crore

(2009-10)

**THE USP:** NIIT pioneered franchising in IT education and created a wave of local entrepreneurs across the country, converting hundreds of education partnerships into successful businesses.

“ **Shampi Venkatesh,**

National Channel Head, NIIT Ltd

NIIT's focus will be on tier II and III cities where we can set up centres in 70-80 locations. Globally, NIIT is looking at Latin America, Africa and China for expansion. ”

Microsoft, Cisco, CompTIA, SAP, IBM, SAS, and EMC among others and has successfully offered the courses in the franchise channel as well. NIIT has started its state-of-the-art Synchronous Learning Technology (SLT)-based delivery models at its centres.

### Growth & expansion

More than 50 per cent of its new centres in the last three years have been opened by company's existing Bps.