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July 29, 2025

**The Manager  
BSE Limited**

Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai - 400 001

**The Manager**

**National Stock Exchange of India Limited**

Exchange Plaza, Bandra Kurla Complex,  
Bandra (E), Mumbai - 400 051

**Subject: Press Release for “NIIT’s gNIIT campaign simplifies career skill-building for undergraduate students”**

**Scrip Code: BSE – 500304; NSE – NIITLTD**

Dear Sir/Madam,

Please find enclosed a copy of the press release for “ **NIIT’s gNIIT campaign simplifies career skill-building for undergraduate students**”

This is for your information and records.

Thanking You

Yours truly,  
For **NIIT Limited**

**Arpita Bisaria Malhotra  
Company Secretary  
& Compliance Officer**

## NIIT's gNIIT campaign simplifies career skill-building for undergraduate students

- *Set in relatable, real-life student scenarios, the campaign uses humour and insight to connect deeply with its Gen Z audience*
- *A series of short, digital films will run across social media platforms, driving awareness & engagement*

**New Delhi, 29 July 2025:** NIIT Limited, a leading Skills & Talent development corporation, has announced a new campaign for its flagship program gNIIT, encouraging first & second-year undergraduate students to 'explore multiple career skills before committing to a fixed path'. The campaign reframes the learning journey as one of experimentation, exploration, and empowerment.

According to [AISHE 201-22](#) (All India Survey on Higher Education), while the total enrolment in higher education increased to nearly 4.33 crore, only 50% of the graduates are employable ([India Skills Report 2025](#)). Highlighting that conventional education models are falling short of meeting industry demands.

NIIT has tried to address this academia-employability gap via their flagship gNIIT program. In an era where the pressure to "choose the right career" weighs heavily on students and parents alike, gNIIT offers a refreshing, learner-centric alternative. Structured as a customised and comprehensive future-ready learning program, it is designed to complement India's undergraduate/college education by equipping first- and second-year students with in-demand career options. It also focuses on all-round professional grooming and mentor-led guidance, helping them stay aligned with what employers truly value today: multi-skilled, adaptable talent.

The campaign uses relatable slice of life instances such as "Trial Room for Careers," "Buffet for Careers," and "OTT Platform for Careers" to simplify how gNIIT offers flexible learning paths, 6-month internships\* with all-round professional grooming & placement assistance alongside a college degree. By framing career readiness as something young people can try on, mix & match, and binge-learn at their own pace, the program is designed around real-life needs, which get unlocked with NIIT.

Speaking on the campaign, **Anshumaan Prasad, Head of Marketing NIIT Limited & Business Head NIIT Digital**, said: *"Our internal research revealed a recurring sentiment among college students, a sense of being overwhelmed by too many choices and the pressure to get it right in the limited time they have. That insight shaped gNIIT's campaign, which offers a structured space to explore, expand, excel, and experience without losing time. Through this campaign, we wanted to show, not just tell, how gNIIT can transform college years into an opportunity to master in-demand skills and step confidently into the professional world."*

Commenting on the campaign, **Nikhil Mahajan, Chief Growth Officer, BBDO India**, said: *"The gNIIT program stands out by addressing a very real and practical need i.e. helping students navigate a critical phase where curiosity peaks and guidance is key. Our creative approach was to bring this core differentiator to life in a way that feels relatable and authentic to young learners. By using everyday language and a metaphor-led idea, we have aimed to connect meaningfully with our audience. We are confident this campaign will resonate with students and reaffirm gNIIT's relevance in shaping future-ready talent."*

The campaign has been conceptualized by **BBDO**, with creative direction led by **Josy Paul, Krishna Mani, Ishan Arora, and Astha Vaibhavi**. The core team includes **Nikhil Mahajan, Jazryk Gill, Sharika Bharat, and Ishita Jain**. The films have been directed by Dipro Ghoshal of **Happy Making Films**.

The campaign will run across NIIT Digital's social handles on [Instagram](#) [YouTube](#), [Facebook](#) & [Linkedin](#)

Links to the films:

- Film 1: [gNIIT Trial Room for Careers](#)
- Film 2: [gNIIT OTT Platform for Careers](#)
- Film 3: [gNIIT Buffet for Careers](#)

**About NIIT Limited:**

NIIT Ltd. is a leading skills & talent development corporation, set up in 1981 to help the nascent IT industry overcome its human resource challenges. A pioneer in the IT and business skilling domain, NIIT continues to lead the training and curriculum development in newer technologies such as AI, ML, Data Science etc. Over the years, the company has expanded to offer the complete suite of technical and soft skills development for its enterprise customers across industries such as Banking, Finance, Retail, Technology and Manufacturing. NIIT today ranks amongst the world's leading training organizations owing to its vast and comprehensive array of talent development programs.

NIIT Ltd. delivers a diverse range of learning and talent development programs to millions of individual and corporate learners in futuristic domains through its various businesses including NIIT Digital, StackRoute, RPS Consulting, iamneo, Institute of Finance Banking & Insurance (IFBI), TPaaS and Sales & Service Excellence (SSE).

For more information about NIIT visit: [www.niit.com](http://www.niit.com)

*\*Past record is not a guarantee of future prospects*

**For Media queries, please contact**

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