

**Press Release:** For Immediate Release

**Greycells Education Limited flagship brand EMDI Institute of Media and Communication (EMDI) receives the “Chanakya Awards – 2011” for “Business Communication School of the year” from Public Relations Council of India (PRCI).**

**Mumbai, March 24, 2011:** EMDI Institute of Media and Communication (EMDI), the vocational training institute run by Mumbai based BSE listed, Greycells Education Limited has received the **“Chanakya Awards – 2011”** for the **Business Communication School of the year** from **Public Relations Council of India (PRCI)**.

At the award function held in Chandigarh on March 17, 2011, Mr. Sewa Singh Sekhwan, Hon’ble Minister for Education, Government of Punjab presented the Chanakya Awards-2011 for the **Business Communication School of the year** to EMDI Institute of Media and Communication. Mr. R Swaminathan, DEAN and CEO of EMDI Institute of Media and Communication accepted the same on behalf of the Company.

**About Public Relations Council of India:**

Public Relations Council of India is a non-political organization of professionals in the field of public relations, communications, advertising, education and many other allied services, providing industry professionals an opportunity to serve their community by encouraging high ethical standards in their respective areas of work and will be the first forum to offer accreditation to professionals in their stream. It also has a separate cell for social action to look at developmental and social issues.

PRCI today has emerged as one on the foremost platform for PR professionals for global exchange of ideas in many areas of public relation such us corporate, communication, advertising, reputation management, academics. It is a forum where creative minds often come together holding the challenges and values of professionalism. PRCI the registered body of PR professionals which was born just about six years ago, is proud to have over 20 active chapters spread across India and installation of 10 more chapters are on the anvil, with plans to go international in the very near future.

**About Greycells:**

Greycells is one of India’s leading education company listed on the Bombay Stock Exchange and has an exemplary track record in education. Greycells is engaged in the business of education in media, entertainment, finance and sports management. It runs EMDI Institute of Media & Communication - a leader in Advertising, Event Management, PR and Journalism education. Greycells has also caters to the rapidly-expanding field of finance education through **Business India Institute of Finance (BIIF)**, Delhi. The joint venture Eduhub Education Pvt Ltd, offers first ever comprehensive program in sports management to train future sports marketing and management professionals under **Indian Institute of Sports Management (IISM)**.

All the courses are based on practical hands-on delivery using an **Experience Transfer Approach** to training for sustainable skill development. With its network of centres spread across India from Mumbai (Lower Parel, Bandra, Jai Hind College, Vashi, Thane, ITM Kharghar), Pune, Bangalore, Delhi, Kolkatta, Chennai, Indore, Jaipur and operations in the UAE, Greycells is poised to deliver its mandate of **Knowledge Beyond Boundaries**.

Greycells currently trains more than 1200 students every year across various courses in event management, advertising, PR, journalism, sports management & finance. Courses offered in India include a combination of full time (one year & two year) courses and part time courses for both undergraduate & graduate students for promoting inclusive growth in the industry. Courses offered are a combination of class room training & on the job training resulting in employability of the students enrolled.