



Mumbai: May 6th 2009

Press Release : For Immediate Release

Content: Greycells Ent. Ltd secures international affiliation and expands its operations of EMDI Institute of Media & Communication

About us : Background

Mumbai based BSE listed, Greycells is engaged in the business of education in the field of Entertainment and Media in form of class room training and workshops with a management perspective under the **EMDI Institute of Media & Communication** brand name. EMDI is based in the sphere of training within the creative & media industry with a management perspective. Greycells is currently perhaps the only vocational trainer providing all spheres of **Event Management, Advertising, PR, Journalism & Radio Programming** under one roof across India and the Middle East. Courses offered in India include a combination of full time (one year & two year) courses and part time courses.

At the onset of the Academic Year 2009-10, the Greycells has added a few feathers to its cap which shall marshal the Company's growth.

Global Update

City and Guilds – International Accreditation



Greycells has secured a major academic recognition and credibility with all courses conducted under **EMDI will be certified by City and Guilds, UK's largest vocational awarding body.** City & Guilds is an autonomous organisation founded on a mandate in 1887 manages over 8,600 City & Guilds training and assessment centres, in more than 100 countries and has awarded over 30 million certificates in its 125 year history. The City & Guilds London Institute exists to encourage

education and training within the workplace and offers worldwide companies and governments with a recognised benchmark for skills

INDIA UPDATE

Towards further tapping the huge potential of students in the country, the Indian operations have expanded geographically by setting up centres at:

a) FRANCHISE :Pan-India Setup

In Phase 1, Centres have been set up at

- i. Bangalore
- ii. Pune
- iii. Noida (Delhi)
- iv. Kolkata
- v. Vashi, New Mumbai

Through this the EMDI brand of education will be located within Mumbai at – Bandra, Jai Hind College & New Mumbai. These centres will definitely increase the spread of EMDI and ensure Greycells remains India’s leading education company.

b) Association with ITM – IHM (Institute of Hospitality Management)

Greycells has collaborated with ITM IHM to complement their hospitality management courses at Mumbai & Bangalore. Students of Hospitality Management at ITM - IHM will also be trained in the Post Graduate Diploma in Event Management through EMDI and will be provided a dual certification on graduation



DUBAI UPDATE

Course offerings for the forthcoming Academic Year 2009-2010 have grown exponentially from

- 1) **Diploma in Event Management & Innovative Marketing**
- 2) **Diploma in Advertising & Media**
- 3) **Diploma in Public Relations & Corporate Communication**

By addition of the following new innovative offerings

- 4) **Diploma in Journalism & Online Communication**
- 5) **Diploma in Graphic Design & Visual Communication**
- 6) **Diploma in Radio Jockeying & Programming**
- 7) **Diploma in Disc Jockeying & Music Promotion**
- 8) **Certificate in Adobe Photoshop**
- 9) **Certificate in Wedding Planning**

With the launch of all these new courses the Institute has ambitions to become the largest vocational training institute in the Middle East offering courses for the Creative, Media and Entertainment industry.

Disclaimer

“Greycells Entertainment Limited proposes, subject to receipt of requisite approvals, market conditions and other considerations, to make a rights issue of its equity shares and has filed the Draft Letter of Offer with Securities and Exchange Board of India”.

INDUSTRY BACKGROUNDER

Media & Entertainment Industry Overview

Slumdog Millionaire's magnificent show at the Oscars has put India on a different pedestal in the international Media & Entertainment scenario. This may now help the India M&E sector gain more attention from its counterparts in the West, who may outsource more talent from India and even consider India as a one of the hubs for their new ventures.

As per FICCI- KPMG Media & Entertainment Industry Report 2009 – “M&E sector is expected to post a compounded annual growth rate (CAGR) of 12.5% over the next five years (2008-13) to reach the size of INR 1052 billion.” The current economic scenario has put Corporates under pressure to change, innovate and re-examine existing business models.

Given the industry's changing landscape and emerging challenges, EMDI courses are well poised to deliver talent and harness the potential of young minds. Nearly 41 per cent of the nation is below 21 years of age – which means that India is home to the world's largest population of youth. The courses developed in tandem with Industry are well poised to train the youth to meet the challenge of a rapidly developing society and nation.

Education Industry Overview

Worldwide, education comprises of two different deliverable factions – mainstream education and vocational education. The vocational education industry in India comprises just 5% of its total workforce. This is a very small percentage when compared to 95 percent of South Korea, 80 percent of Japan and 70 percent of Germany. China has over 500,000 vocational schools while India has less than 3,000 such institutions. This further reinforces our belief that we are sitting on the tip of the iceberg and can spread our roots deeper into this industry. Fields such as event management, hospitality, advertising, radio jockeying and animation have now emerged as career options for students. This would require a substantial expansion in facilities over the next few years to meet the challenges and demands of the industry, employment and public with the private sector expected to play a major role in the establishment of finishing schools.