



PREPARING CHAMPIONS FOR BUSINESS OF SPORTS MANAGEMENT

With the legacy of EMDI that has been delivering industry relevant courses in media & entertainment for over 15 years in India and Dubai, Greycells Education has expanded its vocational training course offerings in the fields of Digital Marketing (World Media Academy) and Wedding Planning (EMDI Wedding Academy). Greycells pioneered the concept of training in Sports Management, under the brand IISM, in partnership with its erstwhile joint-venture company Eduhub Education Private Limited which has ceased as joint venture subsidiary of Greycells effective 31st March, 2015.

Greycells now launches Post Graduate courses in Sports Management training under the brand **Ironwood Sports Management Global Academy (ISMGA)**. ISMGA is perhaps India's only Academy to offer a Global offering in Sports Management across India & Dubai. The course is supported by Promoseven Sports Marketing, Dubai. ISMGA offers job-oriented course for candidates interested in Sports Management, encompassing Strategic Management of Sports, Sports Marketing, Sports Facility Management, Sports Law and Risk Management, Athlete Management, Team Management, Sports Broadcasting & Journalism, use of digital media in Sports, Sports Entrepreneurship etc. Students enrolling for the global course will have an opportunity to intern with International companies and get hands on experience on events in Dubai.

The Advisory Board comprises of Industry stalwarts across Dubai & India who have collaborated with Greycells to design the course content and impart experiential training to candidates with the right talent that can help support the BUSINESS OF SPORTS.

Supporting the new initiative, Mr. Donal Kilalea – CEO & President Promoseven Sports Marketing, Dubai said - "Promoseven congratulates the initiative of Ironwood Sports Management Global Academy to create a truly international learning course. We look forward to mentoring students and working with them across our largest sporting events in the Middle East".

Welcoming the Industry collaborations and support from Promoseven, Ms. Bela Desai, Promoter Director of Greycells Education Limited said – “It is an absolute pleasure to have such an encouraging response from Industry Stalwarts to collaborate to train young minds. At the heart of all Greycells Education offerings is providing industry relevant skill training to the youth of the country and getting them join the workforce within a year. Having established our presence in the Media & Entertainment sector, we are confident that our Digital Marketing course will continue to support the Digital India initiative of the Government at the Center. The Sports Management initiative is one more positive step in the same direction.”

Greycells is also appreciative of the support from SportzPower for this initiative. SportzPower has established itself as a credible source for current and comprehensive information, knowledge and insight to a targeted audience involved in the business and management of sports. Incorporating breaking news and views alongside exclusive interviews, special features, research reports, a comprehensive event and broadcast calendar, and a daily email newsletter, SportzPower looks to set the agenda for an industry that is only now beginning to realize its power and potential. SportzPower takes pride in the close relationships it develops and maintains with its associates, offering new opportunities as well as promoting a plethora of sports to a global audience with an eye on India.

About Greycells Education Ltd.:

Greycells is one of India’s leading vocational training company listed on BSE Ltd. with own centers across India & Dubai. Promoted by Mr. Sanjiv Chainani, Ms. Bela Desai and M/s. Value Line Advisors Pvt. Ltd. & Group; Greycells conducts industry relevant vocational training courses under the brands - **EMDI Institute of Media & Communication (EMDI), World Media Academy (WMA) and The Wedding Academy (TWA)**. EMDI since 2002 is a brand synonymous with Event Management training in India & Dubai. Other courses offered include Advertising, Public Relations, IMC, Digital Marketing & Wedding Planning using the blended learning approach in the form of class room training and on the job training.

For further information please contact:

Mr. Dharmesh Parekh
Greycells Education Limited
D: +91 226147 9918
Email: companysecretary@greycellsLtd.com
Website: www.greycellsLtd.com

For more information we invite you to visit us at:

EMDI	www.emdiworld.com	www.emdiworld.ae
WMA	www.wma-india.com	www.wma-dubai.com
Ironwood	www.ironwoodsports.com	
Wedding Academy	www.weddingacademy.in	

