



**Greycells Education announces the launch of
Business India Institute of Finance in New Delhi**

New Delhi, 7th April, 2010: Greycells Education Ltd. one of India's leading vocational training company announced its foray in Financial Education with the launch of **Business India Institute of Finance at New Delhi**. Business India Institute of Finance will initially offer **Post Graduate Diploma in Finance (PGDF)** with two primary specializations – **Wealth & Investment Management** and **Banking & Corporate Finance**. Course content designed in consultation with industry stalwarts and delivery by industry experts is the Institute's USP.

Mr. Ashok Advani, Founder Publisher of Business India & Chairman of Academic Advisory Board of Greycells speaking at the launch said that there is a need for Quality Education in Finance and was buoyant on the opportunities for financial professionals in years to come.

Speaking at the occasion, **Mr. Vivek Khanna, Vice President-, North India, IIFL** said "The US\$ 28 billion Indian Financial Services Industry is a complex, competitive and fast paced industry which holds the potential and promise of one of the highest growing sectors in the Asian Sub Continent. Mr Khanna felt that Greycells foray in financial education is a welcome move and would provide Job Ready candidates to meet the ever-growing demands of this sector."

Ruchi Mahajan, Director, Business India Institute of Finance, said "The **Business India Institute of Finance (BIIF)** is poised to be phenomena in the field of finance & business education. The Banking, Financial Services and Insurance Sector in India currently employs 4 to 4.5 million people which is expected to grow about 8.4 million persons by 2022. "

"Led by an astute Advisory Board, delivered by a strong team of expert finance professionals, the Institute is well networked to offer its candidates the best mix of industry relevant education, internship and placement opportunities." She further added.

The Institute is a venture promoted by Greycells Education Ltd. - a listed entity on the Bombay Stock Exchange Limited. Greycells is currently engaged in the field of Education and Training in Media & entertainment under the trade name "EMDI Institute of Media & Communication".

EMDI, for the last 7 years has become a name synonymous with quality and professional vocational training in 7 locations in India and the Middle East. EMDI currently trains over 1000 students each year across centres in India

For further information, please contact::

Ruflo Pragasam / Basant Panda

Kaizen PR Services Pvt. Ltd.

Ph: 9711217079 / 9818914589

ruflo.pragasam@kaizencomm.com, basant.panda@kaizencomm.com

