



November 12th, 2009

Greycells Entertainment Ltd. appoints Dr. Shashikant D. Karnik, Former Vice – Chancellor, University of Mumbai.

In its quest to increase the course offerings and strategic associations, Greycells has recently appointed Dr. Shashikant D. Karnik, Former Vice – Chancellor, University of Mumbai as Senior Advisor – Academics.

Dr. Karnik is a veritable powerhouse in the Education Fraternity and it is a matter of great pride to receive his consent to be on the board of Greycells Ent Ltd & to grow the brand EMDI. In an academic and research career spanning 45 years, Dr. Karnik has travelled the globe extensively, teaching and guiding students and researchers, studying rare documents and representing India at various conferences. He has consulted various knowledge depositories like the India Office Library (London) and the Library of Congress (Washington D.C.).

Dr. Karnik has been the recipient of a number of awards, notably the Priyadarshini Excellent Educationist Awards – 1993 in Mumbai. He is a reputed historian and researcher of Medieval Modern History of India with a special interest in Arabian Gulf Studies. He has in-depth knowledge of sources, documents and books preserved in the Bombay Archives, Asiatic Society of Bombay, Bombay Natural History Society and other institutional libraries. As the Vice – Chancellor of the University of Mumbai, Dr. Karnik participated in the Commonwealth Universities Vice – Chancellors’ Conference.

Before his retirement from the academic and administrative arena, he has also held an important position as a member of the Union Public Service Commission, New Delhi.

On an international level, Dr. Karnik has also been visiting the UAE and assisting Arab scholars in their pursuit of higher education and research in Scientific Historiography. He has worked in close association with the late Dr. Mohammed Morsay Abdullah, then Director – Documentation Centre, Abu Dhabi and has also visited universities and research centres in Oman, Qatar and Iraq. Currently, Dr. Karnik is involved as a consultant with Dr. Sheikh Sultan Centre of Gulf Studies (Sharjah, UAE).

Greycells is confident that keeping in mind their growth strategy, across various verticals and country markets, Dr. Karnik’s expert guidance and wealth of knowledge will open new doors and ensure that Greycells achieves its dream of being one of the worlds best training institutes.

About Greycells

Greycells’ Ent. Ltd is a listed entity on the Bombay Stock Exchange in the field of Education and Training. Core business consists of running the EMDI Institute of Media & Communication – a vocational training institute based in India and Dubai. Greycells intends on leveraging the EMDI brand to expand its business in new territories domestically as well as internationally. It is also actively looking at various other ventures in the training, consultancy and education space.

EMDI Institute of Media & Communication over the last 7 years has become a name synonymous with quality and professional vocational training in India and the Middle East. The Institute delivers UK accredited courses across the breadth of the creative & entertainment space - in Event Management, Advertising, Public Relations, Journalism, Design amongst others. EMDI currently trains over 1000 students each year across its centres in India (Mumbai, Pune, Bangalore, Delhi, Kolkatta) and the Middle East thru a mix of part time and full time programmes.