

Press Release: For Immediate Release

Kampala and Nairobi gets new International Media & Communication school

Mumbai, February 14, 2012 :

EMDI (Overseas) FZ LLC, a wholly owned subsidiary of Greycells Education Limited has entered into an association with Rockstone Institute Limited, a Uganda based company engaged in education to launch EMDI courses co certified with City & Guilds (UK's largest vocational accrediting board having accredited over 30 million students over the last 125 years) for the Communication and Entertainment Industry. Industry veteran Peter Kagwa - Managing Director of Events Warehouse is EMDI's partner to the region in Kampala (Uganda) and Nairobi (Kenya). The Kampala and Nairobi centres of EMDI will now offer programmes in Event Management & Innovative Marketing, Advertsing & Graphic Design, Public Relations & Journalism, Radio & Disc Jockeying to start with.

Nowshir Engineer, Managing Director of Greycells Education, said "It gives me great pleasure to spread the wings of EMDI Institute and launch our course offerings to the students of East Africa. Our objective is to provide conducive learning environment to budding professionals and nurture the country's best talent pool, capable of competing with the best professionals in the country. The Institute will look to train professionals and add more verticals in the years ahead."

Peter Kagwa, commenting on the occasion said, "As an Event Professional I have seen the need for having trained manpower in the region to further build our growth for Events, Tourism and Media. Having been part of the events and experiential marketing industry for over 15 years, I am extremely happy to have bought down EMDI down from Dubai. Now the students of Kampala and Nairobi can afford the same quality education in their own city as some of the faculty members will travel from EMDI's Dubai campus."

"Among the institute's goals will be to provide several opportunities to students for industry interface, internships, live projects. I think the EMDI model, in which they source the best local faculty, deliver lectures through a combination of local and international faculty, provide all students with work experiences on events, is exactly the kind of training our students need" says Peter Kagwa.

About EMDI (Overseas) FZ LLC:

Since 2004, EMDI has been the regions leading Institute for the Media, Creative & Entertainment Industry and conducts courses for students and working professionals. Diplomas issued by EMDI are currently co-certified by City & Guilds, London Institute - UK's largest vocational awarding body. EMDI is supported by over 200 industry professionals including Alan Gordon (Former Executive Director of Tourism Development Investment Corporation (TDIC), Abu Dhabi) as their Honorary Chairman, Jean Oosthuizen (Managing Director – DOOR NO 1 Productions) as its Dean and Mohammed Murad (Managing Director – Tanseeq) as one of their Board Members.

About Peter Kagwa / Events Warehouse

Peter Kagwa is the Managing Director of Events Warehouse – one of the best event agencies in East Africa. Peter has over 15 years of industry experience, and as a promoter of entertainment events is the driving force of events and media in the region. Peter is currently the Chairman of Events Association of Uganda which looks to ensure best standards are followed and practiced by event organizers in East Africa, lobbying with the government and dealing with corporates and suppliers. He is actively involved in professional and continual development for the industry – attending conferences, speaking at conferences and contributing to books and industry magazines.

About Greycells Education Limited:

Greycells is one of India's leading education company listed on the Bombay Stock Exchange and has an exemplary track record in education. Promoted by Mr. Sanjiv Chainani, Ms. Bela Desai, and M/s. Value Line Advisors Private Limited & Group; Greycells is engaged in the business of education in media, entertainment, finance and sports management. It currently owns and runs EMDI Institute of Media & Communication - a leader in Advertising, Event Management, PR and Journalism education. Greycells also caters to the rapidly-expanding field of finance education through Business India Institute of Finance (BIIF), Delhi. Through its joint venture with Eduhub Education Pvt Ltd, Greycells also offers a first ever comprehensive program in sports management to train future sports marketing and management professionals under the aegis of The International Institute of Sports Management (IISM).

Greycells currently trains more than 1200 students every year across its various verticals. Courses offered in India include a combination of full time courses and part time courses for both graduate & undergraduate students for promoting inclusive growth in the industry. Courses are a combination of class room training & on the job training resulting in employability of the students enrolled. 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 - Churchgate, Vashi, Thane, ITM Kharghar), Pune, Bangalore, Delhi, Kolkatta & Indore, and operations in the UAE, Greycells is poised to deliver its mandate of Knowledge Beyond Boundaries.

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