

**Press Release:** For Immediate Release

**Greycells Education and Canadian University of Dubai enter into strategic partnership to promote events and media training courses in the UAE, and to collaborate for an entry strategy into the Indian Market.**

**Mumbai, December 29, 2011 :**

EMDI (Overseas) FZ LLC; a wholly owned subsidiary of Greycells Education Limited ([www.greycellsltd.com](http://www.greycellsltd.com), BSE: 508918) has entered into an association with Dubai Education LLC, which presently operates the Canadian University of Dubai (CUD) ([www.cud.ac.ae](http://www.cud.ac.ae)). The association will offer and conduct EMDI courses (professional training and short term non-accredited courses) to the 2000 + students enrolled at CUD. The parties will also jointly initiate the possibility of launching an Associate Degree programme in Event Management (2 years programme) to be offered at the CUD campus in Dubai. CUD is one the UAE's leading Universities, which is spread across 14000 sq mtrs and located in the heart of Dubai Business District off Sheikh Zayed Road.

CUD students will have the exclusive benefit of being offered EMDI certificate courses, being taught in EMDI's unique format of industry professionals as lecturers, coupled with live industry internships. Certificates issued to students on completion of the courses will be co-certified by EMDI & CUD.

Besides the Dubai training collaboration, CUD also looks towards appointing Greycells as its representative in India to disseminate course information to the Indian student audience to join and register with CUD for its degree offerings in Dubai.

The association also proposes to explore the possibility of Dubai Education / CUD and Greycells launching an International University campus or similar setup in India, subject to prevalent regulations in India; and working on academic collaborations/content transfer/twinning arrangements, etc between Indian Universities and International Universities/CUD in Dubai.

Speaking on the occasion, Mr. Nowshir Engineer, Managing Director – Greycells Education Limited said “It gives me and my team great pleasure to associate with the Canadian University of Dubai. I am very happy to see the University's commitment in adding value to their students careers, and a certificate qualification from EMDI will definitely add that strategic edge in their learning process.”

Dr. Karim Chelli, President and Vice Chancellor of the Canadian University of Dubai, said “ I am delighted to establish the first seed to this partnership, which will bring a different kind of short term training for our students, employees and community at large. This partnership also adds a new dimension to our continuous endeavour of internationalization of our University.”

**About Canadian University of Dubai (CUD):**

Canadian University of Dubai (CUD), an initiative of Emirates Investment and Development PSC, offers programs ranging from Bachelor & Master degree programs, various professional certificates, corporate training, etc. from its campus. CUD is accredited by the Ministry of Higher Education and Scientific Research and has affiliations with reputed and well known

international universities and institutions from Canada (nine), France (six), Ireland (two) and USA. CUD provides education services at the Tertiary Level, providing a gateway for students to pursue Higher Education in Canada by providing high quality education in the UAE. CUD attracts students from across the globe with over 80 different nationalities currently pursuing degrees in various disciplines.

#### **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 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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