

Press Release: For Immediate Release

Greycells Education Limited flagship brand EMDI Institute of Media and Communication receives recognition for its Post Graduate Courses from Griffith University, Queensland, Australia

Mumbai, May 17, 2011: Greycells Education Ltd's (BSE: 508918) flagship brand - EMDI Institute of Media and Communication (EMDI) today announced that Griffith University of Australia one of the leading higher education providers in Australia, has given formal recognition to postgraduate courses offered by EMDI. This now means that graduates from EMDI will now be accepted directly into certain Griffith Masters programs.

EMDI graduates of their Diploma can now complete the Master of Business (Event Management and Communication programs) in one calendar year instead of the full 1.5 year program.

Griffith University will further support EMDI in providing faculty for their courses run here in India, periodically and also conduct special orientation programs for the EMDI faculty at their campuses in Australia.

On this special occasion Mr. R. Swaminathan, Dean and Chief Executive Officer of EMDI Institute said, "We are delighted to have our courses recognized by Griffith University. This is a culmination of a decade long endeavor to provide international quality education in the vocational space. This recognition will spur us to push the bar even further."

A Griffith University spokesperson commenting on the recognition said "The tie-up with EMDI is a strategic decision taken by Griffith University of working closely with credible and proven providers in India. EMDI has strong links with industry thereby making their programs relevant and preparing students to get 'job ready'. Griffith University will add the international exposure and engagement for EMDI graduates".

About Griffith University: Established Since opening its doors in 1975, Griffith has grown to be a large multi-campus institution with internationally recognized strengths in teaching and research. Griffith University is now ranked amongst the top 4% universities in the world rankings (Times-QS). Griffith offers more than 300 degrees in: arts, languages and criminology; business; education; engineering and information technology; environment, planning and architecture; public policy; health; law; music; science; visual and creative arts. Griffith is a member of Innovative Research Universities of Australia (IRUA) and focuses its research efforts in areas of strategic importance locally, nationally and globally.

Griffith Business School has international accreditation from [AACSB](#) International, making it part of an elite group that makes up less than 5 percent of the world's business schools.

Griffith has developed close partnerships with more than 150 educational institutions, many of which are world leaders. With more than 40,000 students from 124 countries and spread over 5 campuses, Griffith is Australia's ninth largest higher education provider.

About Greycells:

Greycells is one of India's leading education company listed on the Bombay Stock Exchange and has an exemplary track record in education. Greycells is engaged in the business of education in media, entertainment, finance and sports management. It runs EMDI Institute of Media & Communication - a leader in Advertising, Event Management, PR and Journalism education. Greycells has also caters to the rapidly-expanding field of finance education through **Business India Institute of Finance (BIIF)**, Delhi. The joint venture Eduhub Education Pvt Ltd, offers first ever comprehensive program in sports management to train future sports marketing and management professionals under **Indian Institute of Sports Management (IISM)**.

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, Vashi, Thane, ITM Kharghar), Pune, Bangalore, Delhi, Kolkatta, Chennai, Indore, Jaipur and operations in the UAE, Greycells is poised to deliver its mandate of **Knowledge Beyond Boundaries**.

Greycells currently trains more than 1200 students every year across various courses in event management, advertising, PR, journalism, sports management & finance. Courses offered in India include a combination of full time (one year & two year) courses and part time courses for both undergraduate & graduate students for promoting inclusive growth in the industry. Courses offered are a combination of class room training & on the job training resulting in employability of the students enrolled.