

Press Release: For Immediate Release

May 17, 2011

EMDI (Overseas) FZ LLC, a wholly owned subsidiary of Greycells Education Ltd. appoints Mr. Mohammed Murad as a Director of the Company.

EMDI (Overseas) FZ LLC, a wholly owned subsidiary of Greycells has recently appointed Mr. Mohammed Murad as a Director of the Company.

Mr. Mohammed Murad - an entrepreneur & Managing Director of 3 companies. For the last 8 years, he has established Tanseeq – the regions premium most Wedding Design and Service company. With his wife at the helm of creative affairs - he has managed & designed weddings for the Royal Family, the Al Tayer family, various leading business groups high profile clientele.

On an education front he believes in always enhancing his knowledge. He is an MBA from the UOWD, has also completed a Masters of Quality Management, a Diploma in Police Science, a Diploma in Emergency Medical Services Management, and he is a Graduate of City of Dubai's Leadership Development Programme (trained by Harvard / LBS/ Singapore school of government). To further his skills he also completed a UK accredited Diploma in Event Management from the EMDI Institute at Dubai Knowledge Village.

Besides running Tanseeq - he is also the Chief Executive Officer of Dubai's Human Resource Development Institute and the Chief of Performance and Excellence, in the Community Development Authority (CDA) – Govt of Dubai.

Mr. Murad has various honours attached to his name :

- Represented the United Arab Emirates, on both the National Volleyball and Chess Teams.
- Awarded the Medal of the First Degree for Excellent Service & Outstanding Achievement in Dubai Police
- Published 2 books, "Weddings Arabia" and "Mesmerize", which are sold worldwide.

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.