

Press Release:

Greycells Education Limited appoints Mr. Farhad Wadia as a Non Executive Director

Mumbai, August 08, 2014: Greycells Education Limited, BSE listed (BSE company code: 508918) at its Board Meeting today has appointed Mr. Farhad Wadia as a Non Executive Director of the Company. Prior to this, Mr. Wadia has served as the Chief Executive Officer of E18, a subsidiary of Network 18 Media & Investments Ltd. and also a Division for Television Eighteen India Ltd., from June 2007 to March 2014.

Mr. Wadia will globally oversee the Greycells brand horizon through innovations in the education & experiential Marketing sector. Having more than 2 decades of experience across various sectors, Mr. Wadia will play a crucial role in the forward integration roadmap of Greycells Education Ltd. He will also focus on effective technology integration programs to improve the talent base of the education verticals enhancing the experiential marketing capabilities for Greycells.

Some of the companies he has worked with include HT Media, Channel 4 Networks, Power Productions and Radio Star India. Wadia has pioneered the Independence Rock Festival, which has been staged annually in Mumbai over the last 27 years.

Commenting on the occasion Mr. Farhad Wadia said, "We aim to make Greycells not only a strong brand in the education sector in India but also add other verticals like Experiential Marketing Divisions to complement the EMDI vertical at Greycells. Education is crucially important and our growth agenda is to succeed and constantly innovate our Curriculums and afford students hands on experience. We have some new ideas planned and hopefully we will integrate them into the existing business verticals. Greycells is a great organisation, an incredible team of people with an excellent mix of specialized management and entrepreneurial zeal. I hope to add value to this eclectic mix of talent for team Greycells and by extension our vast stakeholders".

Commenting on the appointment, Ms. Bela Desai Promoter Director, said, "We are delighted to welcome Mr. Wadia to the Greycells Board. With his impressive personal qualities, Farhad brings to Greycells a wealth of relevant experience in the field and international relations. His extensive experience in the Media & Experiential Marketing Industry combined with his perspective in running

global organisations and vast teams, complements and strengthens the Board and will help drive the development of Greycells."

Mr. Wadia has 29 years of experience in entertainment, Experiential Marketing, Brand Building, Mainstream Media and marketing promotions and has staged over 1000 events across the world. He was employed with the Hindustan Times in New Delhi as vice president - events and marketing. Mr. Wadia is an economics graduate from Elphinstone College, Mumbai and has completed his post graduation in sound engineering/music business course from Elephant & Castle Polytechnic, London.

About Greycells:

Greycells is one of India's leading education company listed on BSE Ltd. 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 and sports management. It currently owns and runs EMDI Institute of Media & Communication - a leader in Advertising, Event Management, PR and Journalism education. For over 12 years now, EMDI has in excess of over 7000 alumni in the Industry across various verticals. Courses offered in India include a combination of full time courses and part time courses for both graduate & undergraduate students getting them job ready within a year and 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 and Bandra), Delhi, Indore, Bhopal and operations in the UAE & Uganda, Greycells is poised to deliver its mandate of Knowledge Beyond Boundaries.

For further information contact:

Dharmesh Parekh
Company Secretary
Greycells Education Limited
M: +919833070186
T: +91 22 61479918
Email: companysecretary@greycellsltd.com
Website: www.greycellsltd.com