

February 26, 2019

To,
The Corporate Relationship Manager
Department of Corporate Services
BSE Limited
P. J. Towers, Dalal Street,
Mumbai - 400001

Ref : Scrip Code – 508918

Dear Sir,

Sub : Partnership with American University of Ras Al-Khaimah (AURAK)

As per Part A of Schedule III of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform you that American University of Ras Al-Khaimah (AURAK) has entered into a partnership with EMDI – Dubai, a wholly owned subsidiary of the Company. EMDI – Dubai is one of the UAE's leading institutes providing professional training in unconventional careers since 2004.

Please find enclosed herewith the press release for take on record.

Thanking you,

Yours faithfully,
For Greycells Education Limited



Dharmesh Parekh
Company Secretary



Encl: as above

Greycells Education announces partnership with American University of Ras Al-Khaimah (AURAK)

Ras Al Khaimah, UAE, February 25th, 2019:

American University of Ras Al-Khaimah (AURAK) has entered into a partnership with EMDI Institute of Media and Communications which is one of the UAE's leading institutes for Media, Creative and Entertainment training. The partnership is aimed at providing professional training in unconventional careers which will give a competitive edge to the youth of Ras Al Khaimah not just in the United Arab Emirates but globally. EMDI- Dubai will support the training for these professional courses in Event Management, Wedding Planning, Journalism and Sports Management at AURAK for the residents of Ras Al Khaimah and the neighboring emirates.

Congratulating Greycells and AURAK on the tie up, Mr. Ravi Shastri, Head Coach of the Indian National Cricket team said "This is a terrific development and has huge potential and is stepping stone for further strengthening the relationships with Ras al Khaimah. The association will leverage on EMDI and AURAK capabilities across border for common goal in the interest of the students and industry at large."

Bela Desai, Promoter and Director of Greycells Education Limited, parent company of EMDI-Dubai said "We have found an ideal partner in AURAK with shared values to provide industry relevant training with no restrictions on age or background. Together we shall provide conducive learning environment to budding professionals and nurture the region's best talent pool, capable of working with the best professionals in the region and find better success in the global arena."

At the signing on the 25th of February, 2019, Ms. Arundhati Sen, Deputy General Manager, EMDI- Dubai said "Over the years we have seen Ras al Khaimah grow exponentially with a keen focus on tourism and the development of the younger generation. As an Institute that is equally committed to aiding this learning curve, emerging professionals and entrepreneurs will benefit from AURAK's model of training and equipping them with new age skills. I am confident that our classroom training along with on-job-training model of teaching will be well received by corporates and individuals alike.

About EMDI-Dubai:

Since 2004, EMDI-Dubai has been the regions leading Institute for the Media, Creative & Entertainment Industry and conducts courses for students and working professionals. Currently a Pearson UK assured centre, EMDI-Dubai is home to over 2500 event and media professionals and is supported by over 200 industry professionals who train and mentor these students over short and long term part time courses.

About Greycells Education Limited:

Greycells is one of India's leading vocational training companies listed on Bombay Stock Exchange, India with its own centres across India & Dubai and is promoted by Mr Sanjiv Chainani, Ms Bela Desai and M/s Value Line Advisors Pvt Ltd. At the heart of the courses at Greycells is the industry partnership and blended learning approach, thereby giving students relevant, hands-on industry experience alongside classroom training. The classroom training goes a long way in knowledge-sharing and developing inter-personal skills as against online training platforms. Internships are an integral part of the Post-Graduate courses.

Greycells conducts focused industry-relevant vocational training courses under the brands - EMDI Institute of Media & Communication (EMDI) and Ironwood Sports Management Global Academy (ISMGA). With over 8500 plus alumni globally, EMDI is well poised to deliver its vision of "Knowledge Beyond Boundaries" to carry forward its motto of: **E**ducate **M**otivate **D**evelop **I**nspire

For further information contact:

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