

India gets its first Sports Management Institute

International Institute of Sports Management becomes first institution to kick-start sports management and marketing training program to fill the growing need of trained professionals

Mumbai, July 7, 2010: With increasing number of global sport events coming to India, the need of a structured sports marketing and management program is often felt by the industry bigwigs. And now, the wait is over. Eduhub Education Pvt. Ltd – a joint venture of Greycells Education Ltd is now offering India's first-ever comprehensive program in Mumbai to train future sports marketing and management professionals, with it's under graduate and post graduate diploma in Sports Management - **International Institute of Sports Management (IISM)**.

IISM is the first institute to hold this program, in association with Jai Hind College. The objective of this program is to develop knowledge, understanding and much-needed professional management skills relevant to the different sports in India and abroad. The first batch will kick-start from August, 2010 for which the admissions have started mid June 2010.

With the vision in mind, IISM will deliver education that would integrate the experience of the core faculty and industry professionals. The advisory board consist of the stalwarts like Ravi Shastri – Former Indian Team Captain and Commentator, Mahesh Bhupati – Managing Director, Globosport, Prof. Ratnakar Shetty – Chief Administrative Officer, BCCI, Ameya Hete – Executive Director, Valuable group, Dhiraj Malhotra – Marketing, ICC, Vivek Singh – Joint Managing Director, Procarn International, Shailendra Singh – Managing Director, Percept D'Mark, to name few.

Greycells Education Limited and Indian cricketer turned academician Nilesh Kulkarni a world record holder (wicket with the very first ball that he bowled in Test Cricket) along with his wife Rasika, an enterprising entrepreneur came together to form Eduhub Education Pvt. Ltd. IISM is an Eduhub Education Pvt. Ltd.'s initiative.

Mr Nilesh Kulkarni, Director, Eduhub Education Pvt. Ltd., said, “At IISM, we deliver education with a global perspective and I'm confident that the students will find their tenure with us an enriching experience.”

About IISM:

IISM is an initiative of Eduhub Education Pvt. Ltd a joint venture by the Kulkarni's & Greycells Education Limited - India's leading vocational education company, which currently runs the EMDI Institute of Media & Communication brand across India and the UAE.

The comprehensive curriculum provides a unique team-based, integrative business approach and a understanding of global sports network and is based on the solid backing of the Sports fraternity and most importantly, the industry patronage. Several top like-minded sports professionals have assessed this curriculum, would offer time to share their experiences with their students and provide internships for the bright graduates. The faculty members at IISM are considered to be best in terms of their expertise, industry experience and academic credentials. For more details please contact: +91 22 65118871/ 72 or log into: www.iismworld.com.

IISM course offerings:

- Post Graduate Diploma in Sports Management (Full Time)
- Diploma in Sports Management (Part Time)

The methodology of training at IISM is unique – it blends the traditional academic education with six training modules - Innovative Curriculum, Vocational Training, Industry Faculty, On-the-job training, Career Services & Training Tie-Ups.

About Greycells:

Greycells is listed company on the Bombay Stock Exchange and is engaged in the business of education. It runs the EMDI Institute of Media and Communication, a leader in advertising, PR, and journalism education. Greycells also has a strategic equity stake in Access Atlantech Edutainment (I) Ltd, a technical education institution, which courses related to digital, film production, audio engineering and animation. Greycells has also entered the rapidly-expanding field of finance education with the launch of the Business India Institute of Finance, Delhi.

About EDUhub:

Eduhub is a leading institution providing vocational training in central Mumbai suburbs and aims at bringing young and dynamic professionals in the field of PR, Event Management, Advertising and Journalism.

It is a one-stop knowledge hub for young, ambitious Indian students to become skilled professionals with their help of their their strategically planned Post Graduate and Under Graduate courses. The classrooms here break the shackles of conventional teaching style and provide quality education through one-to-one interactive sessions with highly qualified and experienced faculty members.

For more details contact:

Next Level Media Communications

Samir Phadnis – +91 9833711437

Amruta Mane – +91 9892931606

Forward Looking Statements:

Certain Statements made in this release describing the Company's objectives, projections, estimate, expectations may be "Forward-looking statements" within the meaning of applicable securities laws & regulations. Actual results could differ from those expressed or implied. Important factors that could make a difference to the Company's operations include economic conditions affecting demand supply and price conditions in the domestic & overseas markets in which the company operates, changes in the government regulations, tax laws & other statutes & other incidental factors.