



Centum Learning and Emaar MGF partner together to launch Emaar MGF School of Learning (EMSOL)



Train and develop junior and middle level managers of Emaar MGF

New Delhi, March 12, 2012: Centum Learning has partnered with Emaar MGF, one of India's premier real estate developers to help build the leaders of tomorrow in a sector that is trying to establish itself as one of the primary drivers of growth for the nation.. In the highly competitive real estate sector, Emaar MGF has formed an alliance with Centum Learning to develop and train its managers for various skills and competencies in a custom learning environment.

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The real estate sector in India is extremely cut throat with quality talent undoubtedly coming at a premium. As a result the rate of attrition in this sector is pretty high. To retain their lean yet capable set of employees and ensure their growth, Emaar MGF has tied up with Centum Learning to train and develop junior, middle and senior management members thereby hoping to motivate, engage and retain quality talent through this strategic initiative.

Speaking on the partnership, **Sanjeev Duggal, CEO & Director, Centum Learning** remarked, "We are excited to partner a premier brand like Emaar MGF as they look to build a quality talent base in an extremely demanding industry. According to a RICS report, it is estimated that the industry is believed to be facing a considerable shortage of trained and skilled manpower. It is important for real estate professionals to improve their skill sets and become trained and specialized professionals. New demand for specialized professionals is emerging to enhance professional expertise and improve productivity in this fast-paced sector. We are confident that our training programmes which will induct best practices and the necessary skills for junior and middle level managers at Emaar MGF will prove to be a differentiator and will enable Emaar MGF to stand out amongst the crowd."

Commenting on the alliance, **Ajay Nambiar, Chief Service Officer at Emaar MGF Land Ltd** said "In a business such as ours, it is important to attract, recruit, train and thus retain the best talent out there. In order to do this we took the decision to train and develop our junior and middle rung managers to become effective leaders of tomorrow. For this we needed a partner who specialized in corporate training. The track record of Centum Learning in this regard ensured we looked no further and we are positive that this partnership is going to prove extremely beneficial to not just Emaar MGF but to our employees who are the backbone of this company. "