Usha Martin Education & Solutions Limited
(Formerly Usha Martin Infotech Limited)
PS Srijan Techpark, 4th Floor,
DN - 52, Sector-V, Salt Lake City
Kolkata - 700 091, India
Phone: +91 33 4013 4700
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E-mail: contact@umitl.co.in
Website: www.umesl.co.in

Dated: August 19, 2010

To,
The Secretary
National Stock Exchange of India Ltd
Exchange Plaza,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (East)
Mumbai – 400 051
Fax No. – 022 2659 8237 / 8238
Email – cmlist@nse.co.in

The Secretary
Bombay Stock Exchange Limited
Floor 25, Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai – 400 001
Fax No. – 022 2272 3719 / 3121 / 2061
Email – corp.relations@bseindia.com

Dear Sir,

Re: Press Release

This to inform you that the Company has launched "**Usha Martin People Search**" and thereafter the enclosed press note was released to the press. The same is being is sent to you for necessary dissemination on your website.

Thanking you,

Yours truly
For Usha Martin Education & Solutions Limited
[Formerly Usha Martin Infotech Limited]

Saugata Banerjee

[Dr. Saugata Banerjee]
Director

USHA MARTIN EDUCATION & SOLUTIONS LTD. FORMERLY USHA MARTIN INFOTECH LTD. 2A, Shakespeare Sarani, Kol-700 071

Enclosed: a/a

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Usha Martin Education launches Usha Martin People Search

Kolkata, 19th August 2010: India is experiencing unprecedented growth and development with large number of national and international organizations having forayed into different sectors in this country in the last few years. This has created a huge gap between the industry demand and the supply of right manpower. The key challenge, therefore that organizations face, is in the area of recruitment. Getting right people for the right job is a daunting task, which is further aggravated by lack of industry-readiness of qualified candidates.

Usha Martin Education & Solutions Limited, which has been delivering solutions for quality education to address the critical needs of industries today, is pleased to announce the launch of Usha Martin People Search (UMPS) which will offer innovative recruitment solutions to the industry and at the same time facilitate placements of students of Usha Martin Academy.

UMPS brings with it a wide range of innovative recruitment solutions to its clients which spans across scale and scope. Usha Martin People Search offers Contingent Recruitment Solutions tailored for middle management recruitment, Retained Recruitment Solutions for senior executive level and Recruitment Process Outsourcing a complete recruitment offering which is already gaining popularity in green field multinational operations. Besides these, UMPS also offers Project based hiring solutions for large scale hiring programs.

UMPS is in the process of tying up with Usha Martin Academy (the higher education arm of the Company) to provide placement assistance to students passing out from the institute bringing the industry and student on common platform.

As a part of this tie up, UMPS plans to actively bring the industry and the students of the academy closer by organizing various workshops and also help students to network with industry professionals and potential employers. As a result, students will gain industry insights which will increase their chances of getting lucrative placements.

Usha Martin People Search shall prepare candidates to face interviews by giving them finishing touch which is often required in a recruitment process.

"We believe that this tie-up will make students of Usha Martin Academy industry ready. Further, UMPS as an enabler, will provide the students of Academy access to wide network of organizations which UMPS brings on-board." comments Dr. Saugata Banerjee, Director of Usha Martin Education & Solutions Limited.

"Usha Martin People Search is in initial communication with over 40 companies all over India. 22 students out of the first batch of the Ranchi campus of Usha Martin Academy have been offered jobs, which is approximately 35% of the total student strength. We are targeting to achieve a 100% placement record for the Academy this year" comments Mr.Arvind Mukker, CEO of Usha Martin People Search.



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Usha Martin People Search is currently headquartered in Gurgaon. The company plans to branch out to all major metro cities of India, like Kolkata, Mumbai, Chennai and Bangalore, by the end of this year.

Usha Martin Education & Solutions Limited

Usha Martin Education & Solutions Limited (UMESL) is part of the Usha Martin group, a large Indian conglomerate with interests in wire ropes, steel, mines, communication software, mobile value added services, infrastructure development, media and education globally.

The Group has identified Education and Learning Business ("E&L") as a strategic thrust area. The overall vision is to be a global integrated Education Services provider delivering affordable services at scale by leveraging our existing capabilities and brand.

UMESL spearheads the Education initiative of the Group. The company is listed on the BSE and NSE. UMESL offers a range of education services across multiple centers with student strength in excess of 1700 and a rich mix of faculty members of international repute.

The strategic objective is to deliver affordable education services, focusing primarily on Tier 2-3-4 cities. Key segments include Higher Education, K-12 school management services, Pre-school and Placement services. The Company is also planning to launch Vocational Training programs as it progresses to achieve status of an Integrated Education Services Provider.

For further information contact:

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Sangata Banerji

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