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Press Release

SSIM COLLABORATES WITH CYGNUS TO OFFER EQUITY RESEARCH PROGRAMME

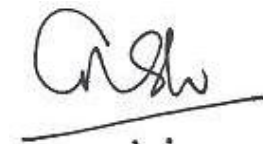
Hyderabad – Siva Sivani Institute of Management (SSIM), a leading B-School in Andhra Pradesh, has entered into collaboration with Cygnus Business Consulting and Research (Cygnus) to conduct a 3 week hands-on practice oriented programme on Business Strategy and Equity Valuation (BS & EV) to their PGDM students. This programme imparts skills to the students in industry analysis and business and financial analysis of companies. Besides, it helps the students to make projection of company performance, carry out equity valuation by financial modelling using Excel, and present the report in an effective way.

The programme was inaugurated by Prof K.S. Ramachandra Rao, Director Placements and Promotion of SSIM and Mr O.R.S.Rao, CEO of Cygnus. Speaking on the occasion, Prof Ramachandra Rao said that the objective of the programme is to provide the skills needed by the industry so that the students can obtain better jobs. Speaking on the occasion Mr ORS Rao mentioned that this is part of the Cygnus Academic- Industry collaboration programme wherein Cygnus shares with the Institution, the skills and experience gathered by it, while during business research and equity research projects in India and abroad.

Siva Sivani Institute of Management is promoted by the S.P.Sampathy's Siva Sivani Educational Society, which has been running the prestigious and internationally renowned Siva Sivani Public Schools in the state of Andhra Pradesh for more than four decades. Approved by the All India Council for Technical Education, Ministry of Human Resource Development, Govt. of India, New Delhi, Siva Sivani Institute of Management started functioning as an autonomous institute in 1992.

Cygnus Business Consulting and Research is a global knowledge services organisation with its country headquarters in Hyderabad and branch/regional offices in all major metros in India. Cygnus already conducted a number of BS & EV programmes for the MBA students in Icfai Business Schools in Hyderabad, Bangalore, Chennai, Mumbai, Kolkata, .and Gurgaon. It helped the students to secure placements in areas like Equity research, Business research and Investment banking and KPO. Cygnus also publishes a range of reports on economies, industries and companies in India and overseas. Currently Cygnus has over 600 customers from India, Canada, Germany, Singapore, the UK and the US, in all major sectors like banking, insurance, pharmaceutical, biotech, IT and ITES/BPO.

Dr. P.V.S Sai (Principal), Prof. V.G.Chari (HoD Finance), both from SSIM and Mr. Pranay Kumar (Sr Mgr), Mr.GV Sandeep, Dy Manager, from Cygnus and Mr. Rohit and Mr Ratish, faculty for the programme also participated in the inaugural function. The program is scheduled to conclude on Sep 27, 2008.



(O.R.S. Rao)
Director