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Vineet Vaidya          Six Degrees PR
Hughes                  Puneet Rai
(0124) (307 2503)       +91 9953427444
vineet.vaidya@hughes.in puneetr@sixdegreespr.co.in

IIM Calcutta Announces the Launch of EPSM Programme with Hughes Global Education India

Comprehensive Training in Sales & Marketing Delivered over Hughes Interactive Onsite Learning Platform

New Delhi, India, 13 March 2015—Hughes Global Education India Ltd (HGEIL) today announced the launch and opening of admission to the Executive Programme in Sales and Marketing (EPSM) by the Indian Institute of Management (IIM) Calcutta. Delivered over the Hughes Interactive Onsite Learning platform by eminent faculty from IIM Calcutta, this programme offers working executives comprehensive learning through lectures and real world case studies including addresses by senior executives from the corporate world.

The unique Hughes Interactive Onsite Learning platform, offered by HGEIL provides a live, interactive capability where participants in any part of the country can listen and discuss questions directly with IIM Calcutta faculty members, cutting across geographical constraints. Specially designed for individuals interested to pursue a career in sales and marketing, the programme provides basic understanding of contemporary approaches to acquiring, retaining and growing business with various stakeholders in the market.

Speaking at the launch, Dr. Krishanu Rakshit, Programme Director, EPSM IIM Calcutta said, “The EPSM programme will help participants to develop a broad understanding of emerging sales and marketing frameworks and their relationships with other business functions to grow in the market and will also focus on ‘cutting edge’ issues concerning sales and marketing practices including brand, services, distribution channel management, and people management issues.”

Mr. Partho Banerjee, President and Managing Director, Hughes Communications India Ltd (HCIL), parent company of HGEIL, said, “We are glad that Sales and Marketing candidates have found the Hughes interactive learning environment very valuable as it brings together candidates from diverse industry backgrounds from different parts of the country, resulting in cross-industry, cross-cultural learning, a key ingredient of the sales and marketing profession.”

To date, more than 25,000 students have used the Hughes Interactive Onsite Learning platform in 100 classrooms in 50 cities spread across the country and participated in courses by leading academic partner institutes to improve their skills and move up the career ladder within their organizations. For more information please visit www.hugheseducation.com.

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Eligibility:

• Applicants should be working professionals/self-employed;
• Graduates/Post graduate degrees recognized by UGC/AICTE in any discipline with minimum 50% marks [aggregate - considering results of all years (e.g. 3 or 4 together)] in either or both graduation/post-graduation;
• Minimum 2 years of work experience (full-time paid employment) post completion of graduation and/or post-graduation as on 24th Mar, 2014.

About IIM Calcutta
The Indian Institute of Management Calcutta (IIMC) was established as the first national institute for Post-Graduate studies and Research in Management by the Government of India in November 1961 in collaboration with the Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation, and Indian industry. During its initial years, several prominent faculty formed part of its nucleus, including Paul Samuelson, Jagdish Sheth, J. K. Sengupta, among others.

Over the years, IIMC has grown into a mature institution with a global reputation, imparting high quality management education. It has played a pioneering role in professionalizing Indian management through its Post Graduate and Doctoral level programs, Executive Training Programs, Research and Consulting Activities.

About Hughes Global Education India
Hughes Global Education India Ltd (HGEIL) is a wholly owned subsidiary of Hughes Communications India Ltd (HCIL) which is India’s leading provider of broadband networks and a majority owned subsidiary of Hughes Network Systems, LLC (Hughes). HGEIL provides the Hughes Interactive Onsite Learning platform, for satellite-based education and training for working professionals/students. Delivered over a live, interactive, real-time, two-way video, voice and data platform, it is available today in 155 classrooms in 75 cities. HGEIL has redefined the next generation of education, i.e. real-time Interactive Onsite Learning platform. Started in 2001 and the first of its kind in India, this platform seamlessly integrates the strengths of traditional methods of education—classroom teaching—with the latest in technology.

About Hughes Network Systems
Hughes Network Systems, LLC (Hughes) is the world’s leading provider of satellite broadband for home and office, delivering innovative network technologies, managed services, and solutions for enterprises and governments globally. HughesNet® is the #1 high-speed satellite Internet service in the marketplace, with offerings to suit every budget. To date, Hughes has shipped more than 4 million systems to customers in over 100 countries, representing approximately 50 percent market share. Its products employ global standards approved by the TIA, ETSI and ITU organizations, including IPoS/DVB-S2, RSM-A, and GMR-1.

Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes operates sales and support offices worldwide, and is a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), a premier global provider of satellite operations and digital TV solutions. For additional information about Hughes, please visit www.hughes.com.

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