

ADOBE PARTNERS WITH PEARL ACADEMY TO LAUNCH INDIA'S FIRST 'ADOBE DIGITAL TECHNOLOGY ACADEMY'

The program will run in all Pearl Academy Campuses

NEW DELHI, INDIA, November 2, 2017: Inking a new chapter in skill development, Pearl Academy, India's leading institution in design, fashion, creative business and media, entered into a strategic tie-up with Adobe, for the launch of '*Adobe Digital Technology Academy*' – a unique program, designed to help learners of today, leverage the power of digital technologies and tools for skill building. Aimed at providing new age employability skills and the cutting edge to gain success, Pearl Academy integrates key Adobe technologies as a part of its unique academic overlay '*Total Learning System*'.

While signing the Memorandum of Understanding, **Prof. Nandita Abraham, CEO, Pearl Academy** said, "*For the last 25 years, we have been continuously developing and upgrading our pedagogy to provide a 360° exposure to our students. Today, the use of technology is a critical part of our curriculum. Our association with Adobe, a first of its kind in India, will provide an opportunity for Pearl Academy students to leverage Adobe's tools to harness their creative skills and gain an edge that will help them succeed in their career journeys across fields. Making our courses future-ready has been the ethos of Pearl Academy and we are confident that this association with Adobe will set new benchmarks in learning and creativity.*

This forms a part of our academic overlay – the "Total Learning System"; which ensures that every single student has an opportunity to develop skills, knowledge, and is motivated to embrace change, set trends, lead the change as an innovator and leader of the future."

Kulmeet Bawa, Managing Director, South Asia, Adobe said, "*Rapid digital transformation in the education sector has enabled institutes, universities and colleges to collaborate with companies such as ours to counter the growing skills gap across industries. We are delighted to support Pearl Academy in their effort and set up ADTA - Adobe Digital Technology Academy, aimed towards fostering digital skills of youth of our nation. Our endeavor is to hone their skills using the power of digital and enhance their employability quotient for the long haul."*

As a partner of Adobe, Pearl Academy has been implementing wide range of software in labs for photography and design, video and audio production as well as various web and mobile development applications to help students learn beyond traditional skills and to foster greater creativity in the classroom.

With over 4500 students across India, Pearl Academy has completed 25 years of nurturing creative minds. Since its inception, the academy has evolved into a globally renowned institution of higher learning with a focus on internationalism; entrepreneurship and employability; catering to the needs of the design, fashion, business, media and retail industry.

About Pearl Academy

Pearl Academy, India's leading institution in design, fashion, creative businesses and media studies has been a catalyst for success of the students across creative industries for over two decades. With a legacy of 25 years, Pearl Academy offers over 30 uniquely designed under-graduate, post-graduate and professional development pathway through its campuses in Delhi NCR (East & West), Jaipur and Mumbai. Its reputation of preparing 'Industry ready' professionals has been recognized by leading fashion, retail and design brands, which has helped in establishing a healthy track record of over 95 per cent placement for the last three years. Its path-breaking alliances with renowned bodies such as the Fashion Design Council of India (FDCI) and Institute of Indian Interior Designers (IIID) have ensured that its faculty and students get an exclusive access to 'industry in the classroom'.

The institution was ranked as the best private fashion college in India for the fourth consecutive year by India Today – AC Nielson survey, The Week- Hansa Survey and Outlook – Drshti Survey. Academy was awarded the 'Best Design Institute in India' 2016 and 2017 by industry body ASSOCHAM. Jaipur campus of the academy was ranked as one of the most beautiful college campuses in India by India Today. The institution was also awarded as 'Best Education Brands 2017' in Fashion Design Category by The Economic Times. It is the only Indian institute to feature in Business of Fashion's Top 25 Global Fashion School Rankings 2017 (Graduate). Pearl Academy is a member of Laureate International Universities network, a global network that has presence in 25 countries, serving more than one million students. The Academy is also closely associated with renowned global institutions such as London College of Fashion (England), Domus Academy (Italy), Media Design School (New Zealand) and NABA (Milan) amongst many others. For more information, please visit: www.pearlacademy.com

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/in.