

**To
(12 PR Agencies)**

Sub: REC letter No. REC/30/1/2006/IPO dated 8/9th May 2007 for Selection of PR Agency for IPO related work - Regarding

Sir,

In continuation of our above mentioned letter kindly find enclosed herewith a 'Briefing for appointment of Public Relations Agency for the IPO of REC' to aid the potential bidders in submitting their detailed proposals.

The broad criterion for selection of the PR agency is provided on page 3 and 4 of the enclosed booklet to assist the bidder in understanding and estimating REC requirements.

The details of the response as expected by REC are provided on Pages 19 to 21. It is requested that you may submit and arrange your detailed proposal as per this.

The indicative cost model is provided at page 22 for the information of the agency only, however the financials on these bases will be called for from the short listed agencies by REC separately therefore kindly do not indicate any costs in the proposal.

Kindly send your detailed sealed proposals as per above to reach the REC latest by 25th May 2007.

Thanking you

Yours sincerely

(B.P.Yadav)
General Manager(Admn./CC)

Encl: As above