

To

M/s

Ad factor
Concept communication
Sobhagya Advertising
Fortune Communications Pvt.Ltd.
Imageads Services Pvt.Ltd.
Hammer & Partners Communications
Pressman Advertising & Marketing Ltd
Weber Shandwick
Madison Public Relations
Perfect Relations
Deesha Communications
Genesis Burson Marsteller

Sub: Selection of PR Agency for IPO related work

Sir,

Rural Electrification Corporation Limited (REC) was incorporated under the Companies Act, 1956, in the year 1969 with the main objective of financing rural electrification schemes in the country. In the year 1998 REC was registered as a Non-banking Financial Company (NBFC). Presently REC is a Schedule 'A' PSU under the Ministry of Power, Govt. of India.

REC has received permission from Government of India for its IPO of 15.60 crores Equity Shares. In this connection, REC is considering to appoint a PR agency.

Kindly send a proposal for the same which, interalia, include

- (a) Agency's profile including turnover.
- (b) Campaign process and services.
- (b) A concept paper on communication planning for REC's image building and IPO publicity.
- (c) Experience of handling IPOs including Govt./PSUs.
- (d) Offices in metropolitan city other than Delhi.
- (e) Infrastructure including manpower with them.

You would also be expected to make presentation for the same in the last week of May,2007. Kindly send your proposals within 7 days from date of issue of this letter.

Thanking you

Yours sincerely

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