

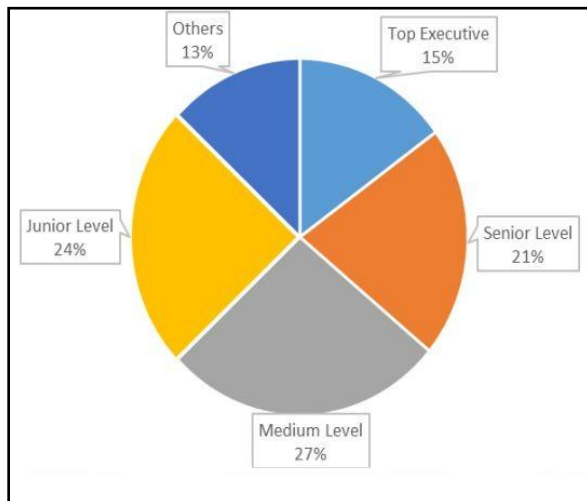
Profile: Online Outreach

IndianPowerSector.com, is a leading online portal for sharing knowledge about Indian Power Sector. Our subscribers and visitors are mostly Power Sector Executives who look for a single window portal to get updates and also through our free reports get info about the market. We provide updated news and analysis to our subscriber base of more than 9,000 (through daily news letter), also the email database of 12000+ receive our special mailers. The readership base for IndianPowerSector.com is more than 2 million per month. The stats are given below:

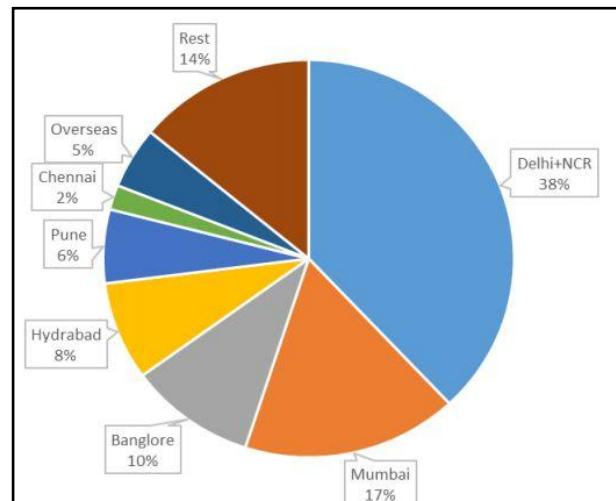
Industry Outreach

Sl No.	Platform	Industry outreach
1	Monthly readership base	2,00,000+
2	Emailer database	12,000+
3	Newsletter base	8, 000+
Social Media		
4	LinkedIn (Senior management and corporate heads)	2000+
5	Face book (End users/ Consultants/ Entrepreneurs)	1900+

Function wise break up of Database



Regional break up of Database



Rate list for Banner on Website:

Banner	Size	Duration	Rate
Header Banner (exclusive)	(922*128)	3 months	90,000
Column 1 (Top-3)	270*200	3 months	40,000
Column 2 (Top-4)	150*150	3 months	30,000

Complimentary Service: 1 Press release/month, 1 corporate interview, Social media promotion

Clients: UBM , Infraline, Accenture Consulting, GroupM, Edward Pumps , CSP Today, CDMC, Sharp Developments, Bridge to India, GreenPeace, Pennwell, MMI, SolarMedia UK, Solarika

Printed Edition: Power Plus Magazines/Reports

We are also outreach partners for almost all events including regional and national level conferences of Power Sector in India and some of the international events, hence further increases our readership among the top officials. We send our event specific publications (Power Plus Series: 1000 -5000 printed copies) on merit of the event and the expected footfalls.

These publications provide excellent opportunity for content marketing of our clients as they have tremendous concentration of target audience and are sought/read by the prospect customer/client/decision makers.

In each event Power Plus Edition are kept at official publication table and also circulated to all the delegates/ visitors / exhibitors. The electronic version is however sent to all the event contacts which include top officials of the sector. The publication is also sent to 12,000 + strong database, mainly from the sector providing concentrated reach. The Publication is also available for free download from IndianPowerSector.com website and the social media.

Publication rate list Single edition:

Location	Rate	Complimentary
Front page logo	INR 25,000	NIL
Back Page Advert	INR 60,000	1 month Column 2 banner advert
Middle Page Advert	INR 45,000	1 month Column 2 banner advert

Scheduled Publications on Solar Energy sector:

September 2014: Power Plus Renewable

October 2014: Power Plus Solar – Inter solar* yet to be finalized

November 2014 : CSP Today event * yet to be finalized

Link to our previous reports: <http://indianpowersector.com/home/downloads-2/read-our-reports/>

List of events we partnered:

Infraline Events, UBM events, MMI, IBK Media, FICCI, MNRE , IUKAN, PenWell, Fortune Media, Coal Trans India, Coal Trans