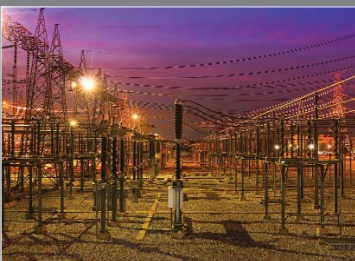




# POWERLINE

## Directory and Yearbook 2020-21

The most comprehensive and up-to-date directory and yearbook on the Indian power sector



# POWERLINE

## Directory and Yearbook

### *Appreciated by industry leaders*

*This publication seems to be very relevant and useful since it is very informative and can be categorised as a ready reckoner on the Indian power sector where all the latest information on generation, transmission and distribution, and trading of power along with up-to-date information on all the leading power sector organisations such as their areas of business, key operating units and joint venture projects.*

**M. Biswas, DCE (E), PM&I, Damodar Valley Corporation**

*The publication is worth its value and is something unique for the guidance and reference of the mandarins from various power utilities across the country.*

**S.K. Pattanayak, Director, Finance & HRD, Orissa Hydro Power Corporation Limited**

*I would like to take this opportunity to convey my sincere appreciation for your efforts in bringing out this directory, the contents of which are invaluable and presentation, very good. It is certainly a useful publication for the power sector.*

**N. Murugesan, Director General, Central Power Research Institute**

*This is a very useful document for all power administrators and officials working in various power utilities. We thank you for coming out with this publication.*

**Guruprasad Mohapatra, Chairman, Uttar Gujarat Vij Company Limited**

*It is a ready reckoner with all the information required in the power sector and I greatly appreciate the initiative taken by Power Line in bringing this out for the benefit of the industry.*

**P.M.S. Prasad, Executive Director, Member of the Board, Reliance Industries Limited**

*I find your publication quiet relevant from the banker's perspective, as it renders a valuable insight to the Indian power sector and facilitates under-*

*standing of changing dynamics and various development in this sector.*

**Usha Ananthasubramanian, Executive Director, Punjab National Bank**

*The contents of the publication are really useful and a large section of stakeholders associated with the Indian power sector will be greatly benefited from this publication.*

**D.S. Rawat, Secretary General, ASSOCHAM**

*Thank you very much for the useful Power Line Directory.*

**Ramesh Chandak, Managing Director and CEO, KEC International Limited**

*Thank you for sending the Power Line Directory and Year Book, which gives us latest information on the Indian power sector. I find it very useful for TCIL.*

**Vimal Wakhlu, Chairman and Managing Director, Telecommunications Consultants India Limited**

*It certainly has a wide range of information on the power scenario of our country. IT will prove to be useful for the planners as well as the industry.*

**S.C. Jain, Marson's Electrical Industries**

*I am sure this will prove to be a useful reference book for the power sector for our organisation. Please convey our sincere appreciation to your team for compiling this comprehensive directory.*

**Shaleen Sharma, MD, Gujarat Gas**

*Really impressed to find that Power Line has brought out a very useful publication containing vital information on the Indian power sector.*

**Rohtash Dahiya, Member, Haryana Electricity Regulatory Commission**

*We appreciate the way data and information have been published. This will be very useful to us for updating our knowledge and applying the same for our planned projects.*

**Piyush Srivastava, General Manager (Engg & CP), Government of India, Department of Atomic Energy**

*The Directory contains the latest information on the Indian power sector covering key operating units and contact information of top officials and CEOs, which will be very useful. I appreciate the efforts put in by the team for publishing this book in an excellent manner.*

**B. Surender Mohan, Director, Mines, Neyveli Lignite Corporation Limited**

*The Directory is quite informative and will be very useful for power engineers. We will maintain this directory in our data centre.*

**G.C. Nundy, Vice-Chairman and Managing Director, Development Consultants Pvt Ltd**

*I truly appreciate the efforts made behind compiling the publication with the latest information on the Indian power sector covering generation, transmission, distribution and trading. Indeed, the recipients of the publication will find it as useful as I do. The first-hand information listed on the major power organisations, operating units, subsidiaries and joint ventures along with the contact details will help all to establish easy contacts.*

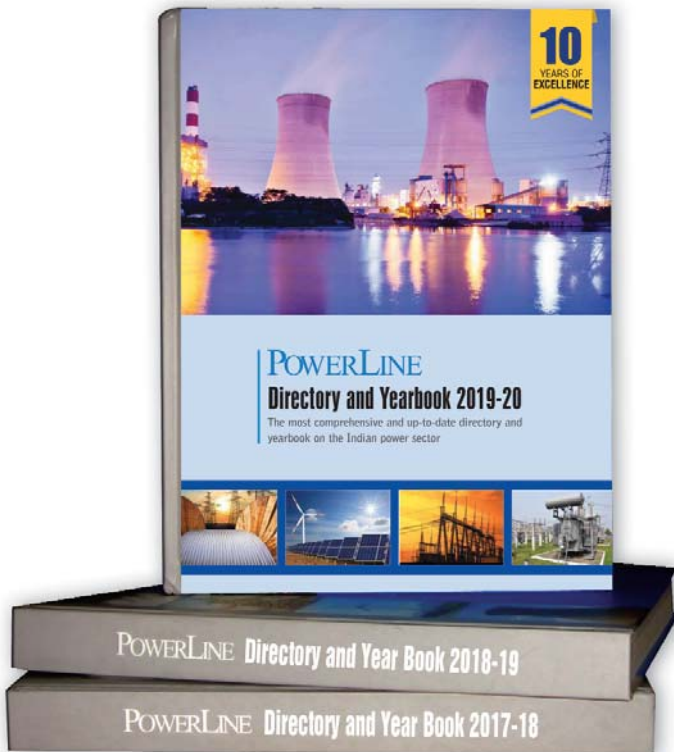
**Anil Sethi, Chairman, SPML**

*I am quite impressed with the ocean of data and minute detailing you have undertaken, which has made the directory exquisitely informative. Accept my appreciation for the pains you have taken to make it readable, and reliable. It will be useful for all power projects and persons involved in the sector.*

**Pramod M. Karia, Chairman, Ravin Cables Limited**

*The publication has exceeded the expectations of the users of power and power-related equipment, products and services. It provides information that will be extremely valuable for academicians, researchers and decision-makers.*

**Anand Kumar, Director, R&D, Indian Oil Corporation Limited**



## Contents

The Yearbook section will present the latest information on the Indian power sector – on generation, transmission, distribution and trading. This section, rich with data and statistics, will consist of at least 50 pages and will appear in the front.

The Directory will provide key up-to-date information on all leading power sector organisations – their areas of business, key operating units, subsidiaries and joint ventures. It will also list the top managers and officials. This information will be classified in distinct sections like:

- ❖ Ministries and Electricity Departments
- ❖ Central Sector Organisation
- ❖ Regulatory institutions (central/state)
- ❖ State Generation companies
- ❖ Independent Power Producers
- ❖ Transmission companies (central/state/ private)
- ❖ Distribution companies (public/private)
- ❖ Integrated Power utilities
- ❖ Power trading companies and power exchanges
- ❖ Equipment manufacturers
- ❖ EPC firms
- ❖ Fuel suppliers (coal/gas/oil)
- ❖ Financial institutions (banks, FIs, multilateral agencies)
- ❖ Consultancy organisations
- ❖ IT solution providers (ERP, system integrators, GIs, SCADA-DMS, MDAS, communication systems)
- ❖ Industry associations
- ❖ Research and training organisations
- ❖ Etc.

## Circulation and Readership

The circulation will exceed 4,000, with a total readership of over 40,000. In addition to paid subscriptions, the Directory will be mailed with the compliments of *Power Line* to the top decision-makers and influencers in the Indian power sector – in the government, public sector units, private sector organisations, state utilities, regulatory agencies, industry associations, development institutions, leading captive plant operators, etc. A special effort will be made to market the directory to leading equipment manufacturers, technology providers, EPC firms, financial institutions, fuel suppliers, etc. The publication will be promoted in *Power Line* magazine and at important industry events.

The Directory will be of tremendous reference value and will have a shelf life of at least one year. The printing, production and paper quality will be of the highest standard. It will provide an excellent environment for power sector organisations to showcase their products and services or to highlight their achievements and contribution to the sector.

## Advertising Rates

*The key ad rates are as follows:*

Ad position	Rate (Rs)	Rate (USD)
Full page	1,10,000	2,640
Right-side page	1,21,000	2,904
Back cover	2,20,000	5,280
Inside front/back covers	1,65,000	3,960
Double spread	1,98,000	4,752
Special positions (First 25 pages)	1,32,000	3,168
Full page plus bookmark (2 positions)	1,65,000	3,960

(18 per cent GST as applicable will be levied on the above mentioned rates)

*The positions will be offered on a first-come, first-served basis.*

## Technical Specifications for Advertisements

Final size of the directory (finished size) : 210 mm x 273 mm

Non-bleed ad size (within the print area) : 190 mm x 253 mm

Bleed size (3 mm extra from all sides over and above the finished size) : 216 mm x 279 mm

Artwork preference: Print-ready .pdf format – “CMYK”, or Tiff file minimum 350 dpi, .eps/vector/.cdr (version 12.0), closed files with all fonts embedded, colour proofs of the artwork and progressives needed for print reference.

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