

INDRAPRASTHA POWER GENERATION COMPANY LIMITED  
&  
PRAGATI POWER CORPORATION LIMITED

No. IPGCL/F.17/Dir(HR)/2009/ 68

Dated: 3.7.2009

Office Order


With a view to make the PR Department more effective it has been decided to streamline the functioning as below:

| S.No. | Activity                          | Shri S. Thakran, PRO   |
|-------|-----------------------------------|--|
| 1.    | News Tracking                     | <ul style="list-style-type: none"><li>Tracking of news in print media, electronic media and procurement of CDs/DVDs etc.</li><li>Communicate the news items to higher authorities.</li><li>Issue rejoinders/rebuttals etc. as per the directions of higher authorities.</li><li>Associated activities.</li></ul>                     |
| 2.    | Media Management                  | <ul style="list-style-type: none"><li>Daily Power position.</li><li>Other Press releases.</li><li>Press Invites.</li><li>Telephonic interaction with media.</li><li>Meeting with media people.</li><li>Visit to media houses.</li></ul>  |
| 3.    | Publications                      | <ul style="list-style-type: none"><li>Tenders/Appointments Ads/public notices etc.</li><li>Empanelment of Newspapers.</li><li>Empanelment of Advertising Agencies.</li><li>Display Ads.</li><li>Advertisement to Souvenirs, magazines etc.</li></ul>   |
| 4.    | Publication of Company literature | <ul style="list-style-type: none"><li>Shakti Punj</li><li>Annual Reports.</li><li>Invitation cards, Leaflets, Brochures, Posters, Backdrops, Booklets etc.</li></ul>   |
| 5.    | Event Management                  | <ul style="list-style-type: none"><li>Media Coverage.</li><li>Arrangement for Media arrival.</li><li>Issuing press releases.</li><li>Procurement of press kits.</li><li>Preparing list of invitees.</li><li>Photography.</li><li>Arrangement of Lunch/Dinner/Hi-Tea etc.</li><li>Procurement of Bouquets, Souvenirs/Gifts.</li></ul> |

PR O (Genco) RPH.

|    |                                   |  |
|----|-----------------------------------|--|
| 6. | Corporate Brand Building          | <ul style="list-style-type: none"> <li>• Specific initiative for public awareness.</li> <li>• Corporate management activities, corporate identity.</li> <li>• Sponsorship of events.</li> <li>• Participation in exhibition and events.</li> </ul> |
| 7. | Corporate Social Responsibilities | <ul style="list-style-type: none"> <li>• Donations/Grants-in-Aid to social &amp; cultural organizations.</li> <li>• Sponsorship of the events conducted by various organizations.</li> <li>• New initiatives.</li> </ul>                           |

The PR Department shall also take initiative in promotional activities emphasizing image and building of "brand IPGCL-PPCL" and shall also highlight all corporate social responsibilities projects undertaken by IPGCL/IPPCL in his interactions with the media.

  
 (RAJ K. SAXENA)  
 DIRECTOR (HR)

Copy to :

- 1 PS to MD
- 2 PS to Director (HR)/Finance/Technical
- 3 PS to ED(HR)
- 4 All GMs/DGMs
- 5 Manager (IT): with the request to upload on IPGCL-PPCL website.
- 6 Master file