



पावर ग्रिड कॉर्पोरेशन ऑफ इंडिया लिमिटेड  
Power Grid Corporation of India Limited

सूचना का अधिकार अभिनियम 2005 के अंतर्गत केन्द्रीय लोक सूचना अधिकारी  
Central Public Information Officer under the RTI Act, 2005  
केन्द्रीय कार्यालय, 'सौदामिनी', प्लॉट नं.2, सेक्टर-29, गुडगांव, हरियाणा-122007  
Corporate Centre, 'Saudamini', Plot No. 2, Sector-29, Gurgaon, Haryana-122007



CP/RTI/2015/259

Date: 15<sup>th</sup> February, 2016

Shri Joginder Lal Gupta  
Sector-28, Flat No 120, Arun Vihar  
Noida-201301

Sub: **Information under Right to Information Act, 2005 (Application No.259 dated 31.12.2015 received on 07.01.2016.)**

Dear Mr. Gupta,

This has reference to your request for information dated 31<sup>st</sup> December, 2015 (received on 7<sup>th</sup> January, 2016), addressed to CPIO, NRTS-I, Katwaria Sarai, New Delhi, seeking information under RTI Act, 2005.

The information sought is attached at **Annex-I**.

First Appeal, if any, against the reply of CPIO may be made to the first appellate Authority within 30 days of the receipt of the reply of CPIO. Details of Appellate Authority at Corporate Centre, Gurgaon, under RTI Act, 2005 is as below:

Shri B. Mishra  
Executive Director (CP & IT) & Appellate Authority  
Corporate Centre, Power Grid Corporation of India Limited  
"Saudamini", Plot No. 2, Sector-29, Gurgaon – 122007, Haryana.  
Email ID: [bmishra@powergridindia.com](mailto:bmishra@powergridindia.com)  
Phone No. 0124-2571960

Thanking you,

भवदीय,

सतीश, 15.2.16

(सतीश कुमार जे.)

उप महाप्रबंधक (.आ.के) एवं के.लो.सू.अधिकारी  
Phone No. 0124-2822746  
Email ID: [cpio.cc@powergrid.co.in](mailto:cpio.cc@powergrid.co.in)

Sl. No.	Question	Draft Reply
<b>Section -A</b> 1.	Annual advertising expense for the following years 2012-13, 2013-14, 2014-15 segregated as follows, for your corporate office/head office/divisional office/regional office/zonal office. A. Print Media (Display ads, Tender ads, Magazines, House Journals etc) B. Electronic Media (Radio Jingles, TV Commercial etc.) C. Outdoor (Hoarding Banners, etc) D. Events (Corporate, Social, Exhibitions, etc) E. Digital F. Other medium.	Please see Annexure-A
2.	Do you hire/empanel advertising agencies for above mentioned job ? yes/No	Yes
3.	How many advertising agencies do you appoint for the same.	Presently we have 80 Agencies
4.	What is the duration of empanelment.	Three Years, extendable
5.	What is the approximate date for the next empanelment.	Under process.
6.	What are the names of empanelment agencies in the current empanelment.	List enclosed. (Annexure-B)
<b>Section -B</b> 1.	Do you hire/empanel any agency or company for your PR activities ? Yes/No	Yes.
3.	What is your annual budget for the same for your corporate office/head office/divisional office/regional office/zonal office.	Rs. 13,61,798/- (Approx.)

514

**Annexure-A****Total Expenditure details from 2012-2015**

Sl. No	Details	2012-13	2013-14	2014-15
1	Print	22,84,22,718	24,45,24,869	31,45,98,041
2	Electronic	Nil	2,69,664	Nil
3	Outdoor	Nil	3,90,000	Nil
4	Events	43,66,767	47,06,074	65,90,266
5	Digital	71,236	771,000	55,000
6	Other Medium	Nil	Nil	Nil
	<b>Total</b>	<b>23,28,60,721</b>	<b>25,06,61,607</b>	<b>32,12,43,307</b>

512

## Annexure-B

## AGENCIES EMPANELLED WITH POWERGRID

Sl.no	Name
1	Adknack Advt.
2	Adman Advt.
3	Adfactors Advt.
4	Airads Ltd
5	Akar Advt. & Mktg
6	Centum Advt. & Mktg
7	Chiranjani Advt.
8	Crayons Advt.
9	Critique Comm
10	Current Advt.
11	Disha Comm.
13	Graphisads Ltd.
14	Interads Advt.
15	Inter Publicity
16	Mercantile Advtg.
17	National Advt.
18	Newfields Advt.
19	Nidhie Advts
20	Pamm Advt. & Mktg.
21	Perfect 10 Advt
22	R.K. Swamy BBDO
23	Sanket Comm.
24	Sobhagaya Advt
25	BASIC4 Advt
26	Beautex Advt
27	Censur Advt
28	Everest Brand Solution
29	Nirman Advt
30	Panchtatva Advt
31	Sheena Advt.
32	Span Comm.
33	Vermillion Comm.
34	Group Advt. Consult.
35	Impact Advt.
36	Niyati Comm.
37	Quantum Comm.
38	Ram Advt.
39	Aryan Advt
40	Expression Ad
41	Prachi Media Cons. Mr.
42	Siddhartha Advt.
43	Snappers Advt.
44	Arun Sign Service
45	Campaign Advt.
46	Enthral Comm

512

47	Pressman Advt
48	Mode Advt
49	Moulis Advt.
5	OTS Advt
51	Sreshta Comm
52	Vivid India Advt
53	Yakshi Comm
54	Adsyndicate Advt
55	Adwit Advt.
56	Jelitta Publicity
57	Magnum Ltd
58	Promodome Comm
59	Surya Advt
60	Headliners Advt
61	Paromita Advt
62	Sharad Advt
63	Standard Publicity
64	Anims Connexion
65	Concept Comm.
66	Pehachan Advt & Mktg.
67	Triton Comm.
68	Ventures Advt
69	Alaknanda Advt
70	Approach Advt.
71	Degree 360 Solution
72	Goldmine Advt.
73	Percept Advt.
74	Square Comm
75	Devraha Comm
76	Flame Advt
77	Ideas Incorporation
78	Isha Advt
79	Jabro Advt
80	TBWA Anthem

512