



सूचना
का अधिकार



पावर ग्रिड कोर्पोरेशन 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/2017/165

Date:16th August, 2017

Shri Shoubhik Sen,
69, Pratibha complex,
4th T Cross 5th Block,
Koramangala – 560 095
Karnataka

Sub: Information under Right to Information Act, 2005.

Dear Sir,

This has reference to your online RTI request dated 19th July, 2017 for providing information under RTI Act, 2005.

The information available in POWERGRID is attached at **Annexure-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 Sanjeev Singh,
Executive Director (CMG) & Appellate Authority
Corporate Centre, Power Grid Corporation of India Limited
"Saudamini", Plot No. 2, Sector-29, Gurgaon – 122007, Haryana.
Email ID: sanjeev@powergridindia.com
Phone No. 0124-2571962

Thanking you,

भवदीय,

for 21/8/17

(अजय होलानी)

अपर महाप्रबंधक (के.आ.) एवं के.लो.सू.अधिकारी

Email ID: cpio.cc@powergrid.co.in

Attach: As above

| Sl. No. | Question | Draft Reply |
|---------|---|--|
| 1. | The average marketing/advertising spend per year for Power Grid Corp. of India Ltd and also would like to know the approximate percentage of this spend which is being utilized in digital online marketing/advertising. | Average Expenditure per year is Rs. 50 Lac. There is no fix amount for the marketing/advertising for Publicity. We spend approx 13% on digital online advertising. |
| 2. | The primary language (Hindi/English or Regional) of advertisements. | The primary language of advertisements is hindi. |
| 3. | Does Power Grid Corp. of India ltd uses in – house creative team for advertisements of Power Grid Corp. of India ltd takes the help of some external advertising/media agency. If the latter, please provide the names of the same. | No, POWERGRID don't have in-house creative team for advertisements. Company have empanelled agencies for the said work. List enclosed at Annexure-A. |