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Government of India)**

“Vanijya Bhavan”, International Trade Facilitation Centre,
1/1 Wood Street, 3rd floor, Kolkata-700016



कैपेक्सिल
CAPEXIL

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*PAN: AAACC9959R, *CIN: U36900WB1958NPL023786

Ref.No.: EPC/ST/TKB/AWARD/14-15/1649

Dated: Friday, January 27, 2017

Dear Sir/Madam,

Sub: CAPEXIL Export Award/Certificate of Merit for 2014-15 on Thursday, the 9th February, 2017 at 10.00 am at “Vigyan Bhavan”, New Delhi.

At the outset, let us extend heartfelt gratitude for your constant patronage of our flagship event, namely Export Award Presentation Ceremony for so many years. The prestigious Export Award Presentation Ceremony for the year 2014-15 of CAPEXIL is scheduled to be held as under:

Date

• **Thursday, the 9th February, 2017 at
10.00 A.M.**

Venue

• **Plenary Hall, Vigyan Bhawan,
New Delhi.**

Chief Guest

• **The Hon'ble Minister of Heavy Industries
and Public Enterprises,
• Shri Anant Gangaram Geete has very
kindly consented to grace the occasion as
the Chief Guest and give away the export
awards**

Your performance is sure worth making a noise, and here is the right platform!!

You will be happy to know that like in the previous years, CAPEXIL has made special arrangements with The Economic Times to publish a National Feature in modular structure to coincide with the awards.

In the modular structure, in standard sizes, award winners will get a chance to release a suitable write-up covering their company profile along with company logo and photograph of the person at the helm.

On the whole, this exercise will be to develop a valuable document for future reference and use with foreign clients, while endorsing the stature and credibility of award winners over mass media.

How does the modular structure help?

The modular structure standardises participation from member corporations in terms of size and layout, creating synergy and increasing the overall impact of the page. It also helps member corporations by reducing their participation cost substantially due to booking in bulk.

Where will your advertisement reach?

Your advertisement will reach over 76% of corporate decision makers all over India, across all industries, who are the discerning readers of The Economic Times, through 7,00,000 copies in eleven metros - Mumbai, Delhi, Bangalore, Chennai, Kolkata, Jaipur, Lucknow, Hyderabad, Ahmedabad, Chandigarh and Pune. It will have a strong impact at bureaucratic levels and in the corridors of power.

Your scope of participation...

This exercise will be successful only with the combined efforts from each of you, and your participation is of vital importance. Without support from well-wishers like you, it would not have been possible for us to conduct it for last so many years.

CAPEXIL has allocated four types of standardized space sizes for award winners at a fraction of the publications normal card price, as detailed below...

Award category	Space allotment (Area)	Card Price incl. taxes	Your cost	Taxes	Your payout
Highest	Half Page	Rs.50,20,917	Rs.10,00,000	Rs.1,50,000	Rs.11,50,000
Top	Quarter Page	Rs.24,40,300	Rs.6,00,000	Rs.90,000	Rs.6,90,000
Special	½ of Quarter Page	Rs.13,17,762	Rs.3,05,000	Rs.45,750	Rs.3,50,750
Cert. of Merit	¼ of Quarter Page	Rs.6,58,881	Rs.1,51,000	Rs.22,650	Rs.1,73,650

Step 1. Should you wish to combine multiple blocks, or prefer to book any larger or smaller sizes than what is allocated for your award category, or put an advertisement instead of a write-up, we will try to accommodate your requirement as far as possible. Please contact our feature coordinator:

Mr. Vineet Jhabak and Mrs. Priyanka Tarafdar at 033-2289-1721/22/23/25 or

E-mail: priyanka.tarafdar@capexil.in, exportaward@capexil.in, with copy to policy@capexil.in

• What you need to do urgently...

Step 2. Confirm your participation mentioning size as soon as you take the decision. To ensure smooth and impartial processing, we are booking positions on a first-come-first-serve basis.

Step 3. To this end, we request you to urgently furnish the following information to reach this office latest by 6th February, 2017.

✚ A write-up and a passport size photograph (colour) in duplicate in hard and soft copy format with the name and designation of the Chief Executive of your organization for publication in the Economic Times Special Supplement. On the reverse side of the photograph, please mention the name of the person.

✚ Name and designation of your representative who will attend the above function to receive the award from the Chief Guest.

Step 4. Send your space booking Cheque / D.D. in favour of CAPEXIL, payable at Kolkata/ RTGS or NEFT or Net Banking Receipt in favour of CAPEXIL latest by 6th February, 2017.

The Bank details of CAPEXIL are given below for your kind information.

Kotak Mahindra Bank Limited, 21 Hemanta Basu Sarani, Kolkata -700001	Indian Oversea Bank, 2 Wood Street, Kolkata 700016.
Branch : H.B.SARANI BRANCH IFSC Code: KKBK0000958 Account Number: SB A/C No. 504010190338 Beneficiary Name: CAPEXIL	Branch : I.B. BRANCH IFSC Code: IOBA0000585 Account Number: SB A/C No. 058501000074371 Beneficiary Name: CAPEXIL

We sincerely hope that you will extend you advertisement support to the above supplement. We thank you and would be grateful to receive all the aforesaid materials together with a demand draft/confirmation latest by 6th February, 2017 positively.

A line in confirmation for insertion of your Company's write up in the above supplement may kindly be sent by return mail arijit.roychoudhury@timesgroup.com, priyanka.saha@timesgroup.com, exportaward@capexil.in, priyanka.tarafdar@capexil.in.

Thanking you,

Yours faithfully,



(T.K. BHATTACHARYYA)
Executive Director