

# Power Watch

[www.powerwatchindia.com](http://www.powerwatchindia.com)

INDIA

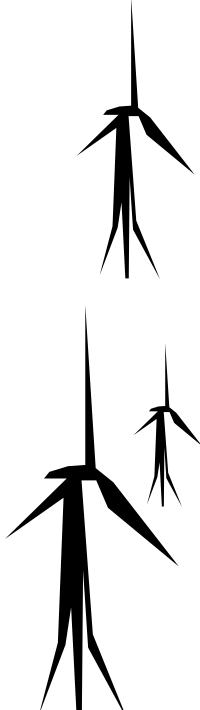


**MEDIA KIT ▶**

Next Gen Publishing Ltd - promoted by the Shapoorji Pallonji group and HDFC - has completed 9 years successfully in the field of Special Interest Publishing.

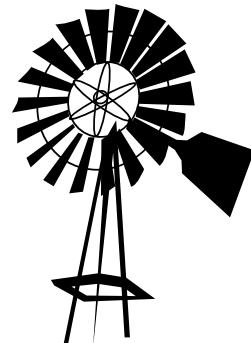
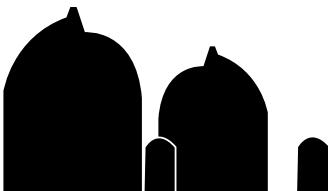
In view of the vast potential for growth in the power sector, we had launched **PowerWatch India** in 2010. The magazine has been presenting since 4 years a monthly industry overview exploring many important issues facing the power industry. Its a perfect print platform for Marketers interested in reaching professionals in the power generation, transmission & distribution segments, covering both the conventional & renewable energy spheres.

Next Gen Publishing Ltd - the publisher of PowerWatch India Magazine is a trusted brand that spans across the print, digital & event media space & churns out an interesting mix of Special Interest B2C & B2B titles such as Commercial Vehicle, Car India, Bike India, Smart Photography, The Ideal Home & Garden, Computer Active, Mother & Baby, Popular Science & the latest entrant being Auto Components India.



# Why PowerWatch India?

We asked ourselves at Next Gen. The answer seemed to lie in an interesting mix of factors. While there are indeed an umpteen number of publications targeted at this rather niche space, we realized there wasn't any that positioned itself as much as an industry player as it was a commentator on sector developments. The power sector is a dynamic one. It needs a magazine it feels one with. A magazine that is as much a launch pad for a new project, product or service, as it is a podium where issues confronting the sector may be addressed by the sector's own professionals. A magazine that sheds the comforting cocoon of pureblood business publications. This is what PowerWatch India aims to do – to catalyze change in the power industry.



# Editorial Advisory Board



## HOSHANG S BILLIMORIA

HOSHANG S BILLIMORIA is the CEO of Next Gen Publishing Ltd., a Forbes Group and HDFC venture.

A Chartered Accountant trained in the UK, Hoshang started his career in India with S. B. Billimoria & Company, Chartered Accountants, and was a partner in the firm for 10 years. He moved to Tata Sons as Deputy CEO and then to Tata Press, where he became Vice-Chairman and MD. With him at the helm, Tata Press saw 14 successive years of increasing profits. Tata Press Yellow Pages was his brainchild as were other special interest magazines.

Hoshang is an Independent Director on the board of companies like Thomas Cook India, HDFC Asset Management Company, Gokak Textiles, Fenner Conveyor Belting Ltd. etc.



## ADI ENGINEER

ADI ENGINEER, best known for his successful stint as Managing Director of Tata Power, Chairman of NDPL. As MD of Tata Power, he took the company pan-India. He was the chief architect of the first public-private partnership in power transmission between POWERGRID and Tata Power, for the 1,200-km transmission line from Tala, Bhutan. He has also been closely associated with Tata Power's 4,000 MW Mundra UMPP. As Chairman, NDPL, he has turned the company around, reducing AT&C losses from almost 53% to 15% in just seven years.

Adi has a degree in civil engineering from Pune University. He is Ex-Chairman of CII's Committee on Power, he is also Director on the boards of Tata BP Solar, Tata Projects, Tata Power and Finolex Cables.



## PV KRISHNA

PV Krishna started out with NELCO in 1975, he eventually moved to Warstilla as a company's spokesperson on decentralized power generation. There, he participated and presented papers in various national/international conferences on the subject. Before joining Warstilla, he spent his considerable time with Jyoti Ltd and worked in various capacities, handling a range of electrical products – switchgear, rotating machines, power electronics etc. He has also served as Director General with IEEMA from mid 2010 to mid 2012. Currently, he is working as an independent consultant in power and energy sectors.



## C A COLACO

A 45 year long veteran in power engineering, C A COLACO has been Advisor on power sector issues to consumer interest groups and industries eg TBIA, Reliance and Tata Power. An Electrical Engineer from Mumbai University, and a member of the Institution of Engineering and Technology (earlier IEE), UK, he trained with Mather & Platt and GEC-AEI (now Alstom), UK.

A design, construction, commissioning and O&M specialist, he has in recent years worked on regulatory and legal aspects of the business, especially on reform and restructuring of India's power sector. Mr Colaco is a regular contributor to various publications in the business media



सुशील कुमार शिंदे  
पासा सरकार  
नई दिल्ली - 110 001



MINISTER OF POWER  
GOVERNMENT OF INDIA  
NEW DELHI - 110 001

सुशील कुमार शिंदे  
SUSHILKUMAR SHINDE

### M E S S A G E

It is pleasing to learn that Next Gen Publishing Limited, Mumbai proposes to launch its inaugural issue of PowerWatch India magazine next month.

For holistic infrastructural and social development, the Power Sector is gearing up today to deliver quality power to all, at an affordable rate. The availability of the latest information with the advent of more literature in the form of sector specific magazine would certainly highlight issues relating to power generation, transmission & distribution segment, policies, regulations, involvement of public private partnership for faster growth of sector and sustainable sources of energy alternatives.

I wish the launch of the magazine all success.

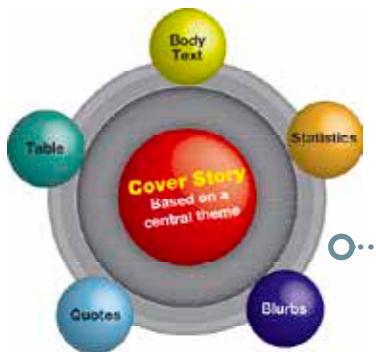


(SUSHILKUMAR SHINDE)

# Exclusive coverage in each issue

## tête-à-tête

- Center spread interview
- Light/chatty tone
- Interviewee: Key policy maker, analyst, private sector professional, ect.



## Spotlight

Section focusing on a particular aspect of power - generation, transmission, distribution, cogeneration, power equipment, captive power, etc. Will carry overview, case study and interview

## Dispatches

- National News
- International news



## Specials

On power trading, industry bodies, SEBs, future technologies, corporate social responsibility



## Switch Gear

- Key movement of:
- Industry people
  - Power companies
  - Trace JVs, M&As

## Inside View

- Written by **guest editor**:
- Analyst, policy-maker, regulator, investor, equipment manufacturer, ect.

## Vital Stats

Statistics on generation, transmission, distribution, AT&C losses, etc. Stock position of power companies. Coal position, fuel linkages, other data.

## Tech'tonic

- Power equipment and technologies.
- Short series of developments
- Special section: **Tech Shootout** - comparing competing technologies

## On-site

- Important project updates.
- Power sector company profiles
- Special ongoing projects

## Nuclear Watch

- Understanding India's strategy
- Tracking upcoming projects
- Market watch on equipment providers

## Green Ahead

- Renewables
- CMD
- Clean coal technologies, etc.
- Case Studies
- Interview with person from organization with a 'green' initiative

## Money Matters

- Finance special
  - IPOs, JVs, QIPs, funding deals, etc.
- Fin deals** - news listing

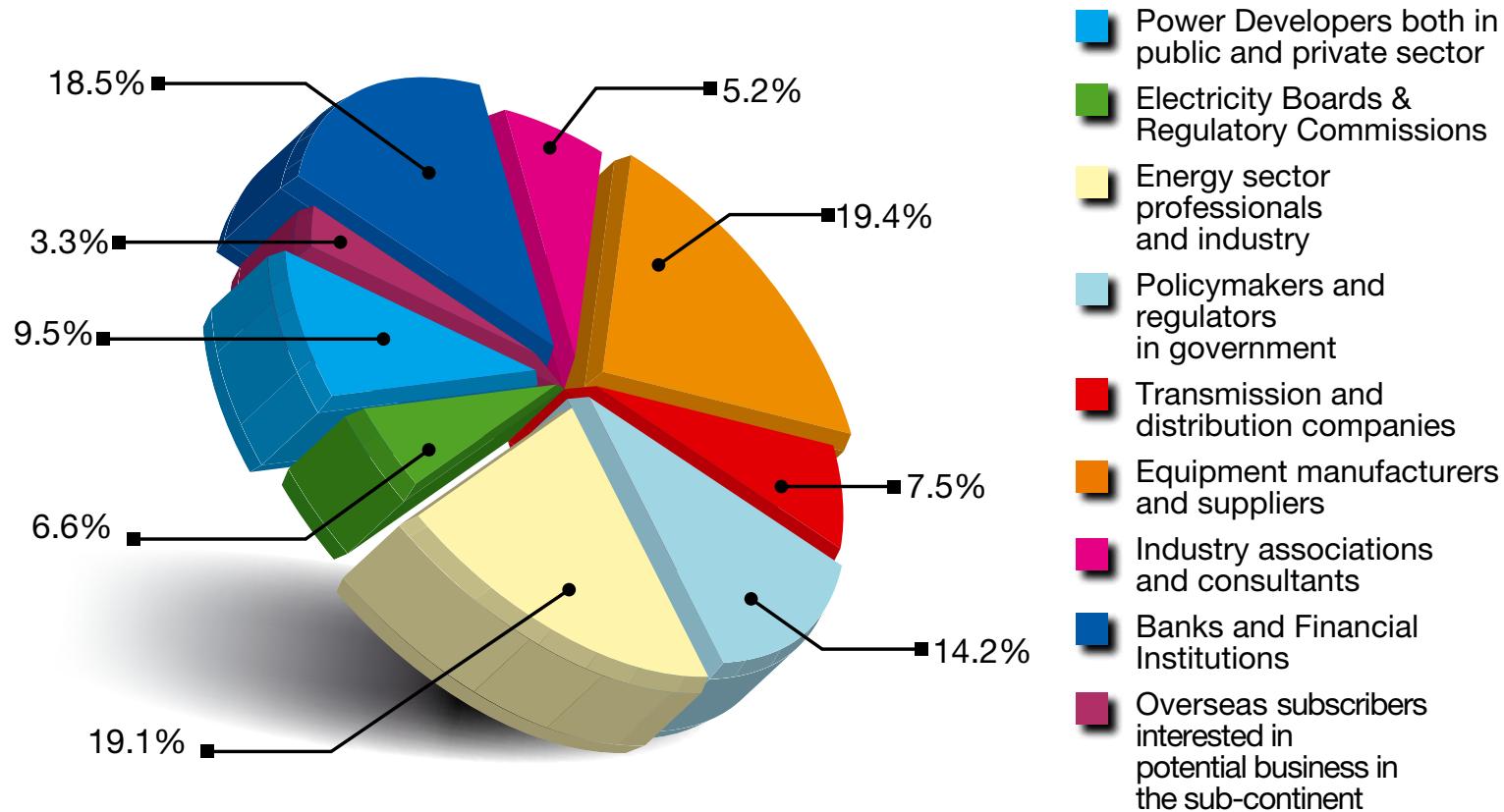
- Advertiser** Section for classifieds, tenders, adverts, etc.

## Regulatory Review

Understanding a new regulation/explaining an existing regulation. Will have a sector expert or a panel of experts comment on the regulation.

# Readership profile

**Readership is over 50,000** each month. Other than this the magazine is regularly showcased & distributed in major conferences & exhibitions on energy & infrastructure sectors like **Powergen, India Electricity, Elecrama, CII summit on sustainable development, Energy conclaves and summits, Green Power, Distribution India conference by Power Grid Corporation of India, Thermal Power India, Coaltrans**, etc thus ensuring the add-on publicity and readership apart from the usual subscribers



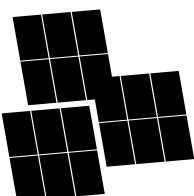
# Why Advertise With us?

Power Watch India offers latest information and updates on the Indian Power Sector. The magazine presents monthly industry forecast exploring many important issues facing the power industry including stories on different segments like: captive, thermal, renewable, IT, Transmission & distribution etc. Other important topics include statistical updates, interviews with sector professional, product reviews, photo features, in focus section, Green pages and eco-friendly technology/ products and much more.

Furthermore, PWI has readers who recognize the value of the information provided by our specialist editorial team. We recognize there are huge pressures placed on marketing & advertising budgets, consequently, we have worked hard to develop a package that can suit whatever size of budget. By harnessing both corporate and trade advertising, we can offer a powerful sales platform, providing unrivalled market coverage, offering more options than any other magazine in this market place.

## Advertising options (Four colour only)

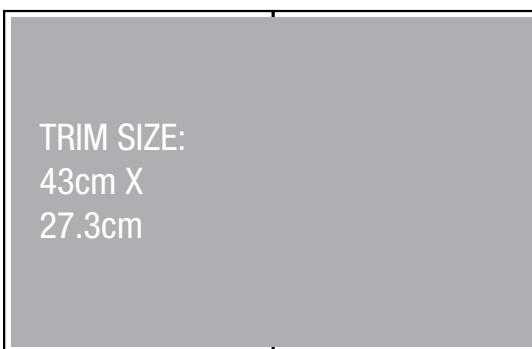
| Mainstream  | INR/ Insertion | Classifieds<br><small>(including recruitments and tenders)</small> | INR/Insertion |
|---|----------------|--|---------------|
| <b>Full page</b>  | 65,000         | <b>Full page</b>   | 40,000        |
| <b>Back cover</b>   | 1,50,000       | <b>Half page</b>   | 25,000        |
| <b>Inside front cover</b>                                 | 1,10,000       | <b>Quarter page</b>  | 15,000        |
| <b>Inside back cover</b>                                  | 95,000         |  |               |
| <b>Double spread</b>                                      | 1,17,000       |  |               |
| <b>Centre spread</b>                                      | 1,50,000       |  |               |
| <b>Special positions<br/>(3,4,5 and right side pages)</b> | 75,000         |  |               |
| <b>Gatefold</b>   | 2,00,000       |  |               |



# Specifications for MAINSTREAM



TRIM SIZE:  
21.5cm X  
27.3cm



TRIM SIZE:  
43cm X  
27.3cm



TRIM SIZE:  
42cm X 27.3cm

## FULL PAGE or COVER Advertisements

Non Bleed: 19.5 cm x 25.3 cm  
Bleed: 22.1 cm X 27.9 cm; Key no./visual and text within 19.5cm X 25.3cm which is the print area

## DOUBLE SPREAD

Non Bleed: 41 cm x 25.3 cm  
Bleed: Cut size 43.6 cm x 27.9 cm Key no./visual and text within 41 cms x 25.3 cms. Gutter space of 6 mm need to be provided in addition to above specifacations.

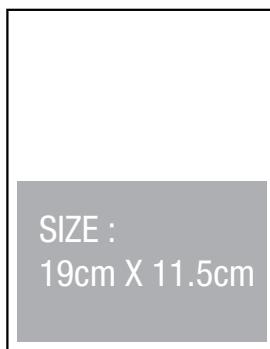
## FRONT/BACK GATEFOLD

Non Bleed: 40 cms x 25.3cms  
Bleed: Cut size 42 cms x 27.3 cms  
Key no./visual and text within 40 cms x 25.3 cms +3mm bleed from all sides.

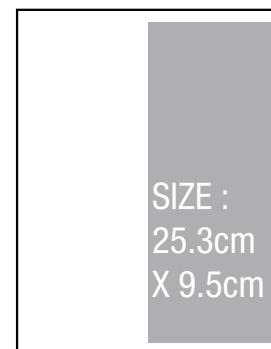
# Specifications for Classified section



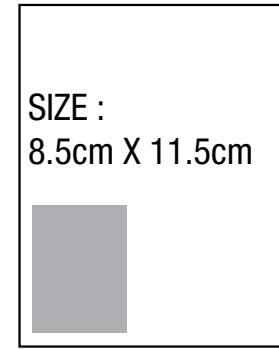
SIZE :  
19.5 cm X  
25.3 cm



SIZE :  
19cm X 11.5cm



SIZE :  
25.3cm  
X 9.5cm



SIZE :  
8.5cm X 11.5cm

FULL PAGE

HALF PAGE Horizontal

HALF PAGE Verticle

QUARTER PAGE

Other details: Magazine Cut size / Trim Size: 21.5 cms x 27.3cms

Format: Press optimised PDF ( Version 1.4 onwards), CMYK colour space with ICC Profiles off/disabled.

Material Deadline: 30th of the Previous month for the Issue Month.  
i.e. For May 2010 issue Material Deadline will be on 30th of April 2010.

# Power Watch

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