



**Form 2**  
**Deadline : December 15, 2005**  
**Application for Advertisement**  
**in the Fair Catalogue**

**THE BUYER'S GUIDE**

The Automotive Industry in India has shown a remarkable growth in recent time. The Automobile and the Auto Component Industry are well established with a considerable manufacturing experience behind them. This sector is international in character and is driven largely by technological advancements and customer orientation.

The 8<sup>th</sup> Auto Expo is being held from 12-17 January 2006 and jointly organised by the Society of Indian Automobile Manufacturers (SIAM), Automotive Component Manufacturers Association of India (ACMA) and Confederation of Indian Industry (CII).

We are bringing out a Fair Catalogue, giving the participating company's profiles. The Catalogue gives an opportunity to both Exhibitors and Non Exhibitors to project their Corporate Image to the Automotive World by advertising in the Catalogue.

The Fair Catalogue will act as a valuable Buyer's Guide. There is also a great demand for the catalogue not only during the exhibition period, but is also widely sought after by way of requiring it for business purposes. The Catalogue is circulated to a wide range of Business/Official Community all over the world.

**ADVERTISEMENT RATES**

	<b>Rs.</b>	<b>US\$</b>
1. Full Page - Black & White	15,000	400
- Four Colour	30,000	800
2. Back Cover	1,50,000	3,500
3. Inside Front Cover	75,000	2,000
4. Inside Back Cover	70,000	1,800
5. Book Mark	1,00,000	2,500
6. Double Spread	50,000	1,200
7. Facing Inside Back Cover	40,000	1,000

**GENERAL CONDITIONS**

The submission of this form by the Company / Organisation shall constitute a firm order on the Organiser.

Orders will be accepted by the Organiser provided it is received along with Demand Draft for the full amount in advance, payable to the CONFEDERATION OF INDIAN INDUSTRY, New Delhi. Advertisement in the catalogue is not guaranteed unless this condition is fulfilled. Rates shown are payable strictly net, without deduction, discount or agency commission.

All the advertisement material should be submitted in a CD in CorelDraw or PDF format in the following sizes alongwith the sample printout.

	<b>Height</b>	<b>Width</b>
Print Area	24.5 cms	x 18 cms
Overall Area	27.5 cms	x 21 cms
Double Spread	27.5 cms	x 39 cms

The last date for submission of ad material is December 15, 2005

**ADVERTISEMENT ORDER**

We have read the General Conditions for advertising in the catalogue and confirm that they are acceptable to us. I enclose a demand draft for Rs./US\$ \_\_\_\_\_. Overseas companies can also remit payment through bank transfer as per details given below :

<b>Beneficiary</b>	Confederation of Indian Industry
<b>SB Account NO.</b>	522 10 90 91 92
<b>Name of the Bank</b>	Standard Chartered Bank
	17 Parliament Street, New Delhi 110 001
<b>Fax</b>	00 91 11 2374 7179
<b>Swift Code</b>	SCB LINBB DEL

I enclose the Ad Material.

Signature: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Designation: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Date: \_\_\_\_\_

**Mail to:** Asoka Varma, Confederation of Indian Industry, Trade Fairs Division, Plot No 249-F, Udyog Vihar Phase IV Sector 18, Gurgaon-122 015 (Haryana).  
 Tel: 91 124 5014060-67 , Fax: 91 124 5014080 Email:asoka.varma@ciionline.org, Internet: www.autoexpo.in

