

## **CLARIFICATIONS -**

Q 1: What is the standard corporate positioning statement of Indian Oil Corporation.

Q 2: In the IOC management perspective, are there any specific inputs for positioning IOC in the pre issues corporate campaigns.

Q 3: How would you describe IOC, as it stands today, in a single sentence.

Q 4: How would you describe IOC, five years from now, in a single sentence.

Q 5: How would you describe IOC, as it stands today, in a single or at best two words.

Q 6: How would you describe IOC of the future in a single or at best two words.

Q 7: What are the key strategic initiatives that IOC is pursuing that promise future growth.

Q 8 : What are the key investment themes that you highlight or present to institutional investors

Q 9: What are the standard key messages you use in all your corporate communications

**Ans 1 to 9 :** The answers for questions 1 to 9 is as follows,

In the past, on select occasions and to mark specific events, we have undertaken corporate brand promotion campaigns. However, a large quantum of our advertising has been for our Branded Lubricants, Fuels, Loyalty Programme, Retail Branding, autogas and other products and services. A selection of the advertising collaterals are available on our Corporate Website [www.iocl.com](http://www.iocl.com).

IndianOil's Vision, the values that we espouse and its aspirations as a corporate entity can be drawn from the information posted on our corporate website including Annual Reports.

Q 10: What is the most likely time range of your FPO i.e. what are the most likely dates.

Ans 10 : Currently, this information is not available.

### **Other Clarifications:**

After going through the document, we feel certain clarifications need to be obtained before we submit the bid. They are as follows :

**1) Publication**

Lokmat Group  
Punjab Kesari  
Malyalam Manorama  
Mathrubhumi  
ABP/Telegraph  
Dinamalar  
Lokmat Group

**Edition/s**

Not mentioned  
Not mentioned  
Not mentioned  
Not mentioned  
Not mentioned  
Not mentioned  
Not mentioned

Should we consider the same as All editions?

**Ans :** The above papers (mentioned in Annexure 1A) rate for All Editions is required. In addition, Rates for Dina Thanthi in Annexure 1A and Rastradoot in Annexure 1B are also required for All Editions.

**2) Sahara Urdu, Lucknow is known as Roznama Rashtriya Sahara, Lucknow. In the bid it is written as Sahara Urdu. Do they mean Roznama Rashtriya Sahara?**

**Ans :** Yes, Sahara Urdu known as Roznama Rashtriya Sahara is the paper we are referring to.

**3) Does Dainik Bhaskar, Divya Bhaskar, Business Bhaskar - also includes the Dainik Bhaskar (Jabalpur - Satna Group)**

**Ans :** Yes. Dainik Bhaskar's All Editions mentioned in Annexure 1A includes Jabalpur - Satna Group of Dainik Bhaskar.

**4) Does Nava Bharat All Editions includes both the Groups**

**Ans :** Nava Bharat(Annexure 1B) All Editions includes both the Groups.

**5) Publication**

Dina Thanthi  
Malyalam Manorama  
ABP/Telegraph  
Should we consider the same as All editions?

**Edition/s**

Not mentioned  
Not mentioned  
Not mentioned

**Ans :** The above papers mentioned in Annexure 2, the rate is required for All Editions

**6) Under Thank You Investor, BS all editions is written twice once as just BS all and the other as BS(H+E) all. Please clarify, if its correct.**

**Ans :** BS All Editions indicates BS English only and BS H+E All Editions indicates BS Hindi and English. Rates are required separately for BS English all editions and combined rates for BS Hindi & English all editions.

## **7) Websites**

It's not clear as to on which page of these websites the banner should appear. And are there any minimum number of impressions required. Also the websites Sharekhan.com and Timesofmoney.com have stopped any commercial campaigns or third party banners , as far as we know, how do we address this.

**Ans:** Top banner on the home page of the website with a link to the IOCL website. If Sharekhan.com and Timesofmoney.com not taking campaigns, quote is not required for these two websites. Minimum number of impressions to be 50,000 for 15 days, which will be considered as a basic unit for increase/decrease, if required, on a pro-rata basis.

## **8) Multiplexes**

It is not clear whether screens would mean only in the multiplex or we can also consider single cinema halls across cities mentioned or it could be a mix of single cinema and multiplexes.

**Ans :** It has to be multiplexes. Out of 30 screens each for Delhi/NCR and Mumbai(as specified in Annexure 7), 10 screens should be of PVR in each of these locations