



## SREI Brand Communiqué

### **SREI INFRASTRUCTURE'S 'PAISON KI NILAMI' ARRIVES IN Pune**

---

*Pune, August 2, 2007:* SREI Infrastructure Finance Ltd, a path breaker in infrastructure equipment financing brings “*Paison Ki Nilami*” (PKN) 2007, its unique auction of interest rates for acquiring infrastructure equipment, to Pune.

“*Paison Ki Nilami*” (PKN) is an auction where ‘*You Decide, SREI Provides*’. The popular Actress cum model **Sandhya Shetty** will conduct the auction, followed by a live- wire performance from the charismatic **Bappi Lahiri**. Also on show will be a unique signature, creative and choreographed presentation from SREI “**Customer Service – Beyond Partnership**”.

PKN, Pune is targeted for all the customers in Maharashtra and Goa. Customers from other parts of the country can also participate in the event.

In the current environment of upward-moving rate of interest, “*Paison Ki Nilami*” allows the participant to bid for the lowest interest rates for loan/hire purchase/lease/ rent of infrastructure equipment. The auction is so designed that the participants can bid on the ever-falling rate of interest, at which they intend to get their asset financed. The participating customers choose from a multitude of infrastructure equipment where the interest rates are gradually reduced.

The event will give an opportunity to a number of Original Equipment Manufacturers (OEMs) to offer their equipment to a vast captive audience. The equipment pool for PKN comprises of internationally acclaimed brands of excavators, tippers, dumpers, loaders, transit mixers and compactors from leading manufacturers like Greaves, JCB, Puzzolana, Volvo Equipment with standard guarantee and warrantee from them at their prices.

This will be the sixth auction of its kind after the pilot event was successfully held in Kolkata in November 2004, followed by its second chapter in Bhubaneswar in February 2005, the third at Hyderabad in August 2005, the fourth one at New Delhi in February 2007 and the fifth one at Ahmedabad in May 2007. This innovative concept pioneered by SREI heralds a new beginning for customers, yet another trend setting innovation in the sector of infrastructure equipment financing at competitive prices and lowest interest rates. Every customer is assured of getting the best holistic package deal.

According to **Mr. Hemant Kanoria, Vice-Chairman & Managing Director, SREI**, “We are extremely happy to bring this unique auction to Pune. We hope that the response in Pune will surpass the Kolkata, Bhubaneswar, Hyderabad, New Delhi and Ahmedabad chapters of PKN. We plan to take PKN ahead to other cities across India in the coming days.”

#### **About SREI Infrastructure Finance Ltd.**

SREI, the country’s leading private sector infrastructure equipment, infrastructure project and renewable energy financing company commenced its operations in the year 1989. SREI is operating across the country with a network of 52 offices and has also expanded its operations overseas. SREI is the first Indian Infrastructure Financing Company to be listed on the London Stock Exchange (LSE). International Finance Corporation (IFC) Washington (World Bank Group), KfW Germany & DEG Germany (Financial Institutions owned by the Government of Germany), FMO the Netherlands (Financial Institution owned by the Government of Netherlands), BIO Belgium (Financial Institutions owned by the Government of Belgium) and FINFUND Finland (Financial Institution owned by the Government of Finland) are among the large stakeholders in the Company. The Company has recently entered into a strategic alliance with BNP Paribas Lease Group, a subsidiary of BNP Paribas of France for equipment financing business, besides expanding to new areas such as agriculture equipment, medical equipment, information technology and other equipment classes.

#### **For further details please contact:**

**Subhash Mohanti** - Phone: 033- 3987 3116 - Mobile: 093309 02070 - E-mail: [subhash.mohanti@srei.com](mailto:subhash.mohanti@srei.com)