



SREI Brand Communiqué

SREI Infrastructure's "Paison Ki Nilami" arrives in Chennai.

Chennai, August 31st, 2007: SREI Infrastructure Finance Ltd, a path breaker in infrastructure equipment finance brings "*Paison Ki Nilami*" (PKN) 2007, its unique auction of interest rates for acquiring infrastructure equipment, to Chennai.

"*Paison Ki Nilami*" (PKN) is an auction where 'You Decide, SREI Provides'. The popular **Mamathi Chari** will conduct the auction, followed by a live-wire performance by **Karthik**. Also on show will be a unique signature, creative and choreographed presentation from SREI "*Together ... Towards... Tomorrow*" – *The Joy of Partnerships*.

This will be the eighth auction of its kind since the pilot event was successfully held in Kolkata in November 2004, followed by Bhubaneswar in February 2005, Hyderabad in August 2005, New Delhi in February 2007, Ahmedabad in May 2007 and in Pune and Vijaywada in August 2007. A highly successful event, PKN in its last 7 editions spanning nearly three years, has managed to rake in business to the tune of Rs. 1,269 crore. In Chennai, the Company expects to do business worth Rs. 300 crore. 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. PKN, Chennai is specially targeted for all the customers in Tamilnadu and Kerala besides customers from the rest of the country.

SREI is India's leading infrastructure equipment, infrastructure projects and renewable energy product, non-banking financial institution with special focus on the infrastructure sector since 1989. The Company's innovative, diversified business portfolio and flexible approach has made it the leader in the infrastructure sector. It is therefore strategically positioned to capitalise on the huge business potential.

Recently, SREI tied up with BNP Paribas Lease Group, the wholly owned subsidiary of globally renowned BNP Paribas of France to provide equipment financing business, besides expanding to new areas such as agriculture equipment, medical equipment, information technology and other equipment classes. It has gone well with the customers giving rise to enhanced confidence towards the right strategies being pursued by the Company. This tie-up has also resulted in value addition to shareholders. The Company's endeavour to improve the infrastructure facilities had helped bag numerous NHAI/Annuity Road Projects on build-operate-transfer (BOT) basis and power projects worth Rs. 5000 crore in consortium with other construction companies. The Company's foray into the renewable energy sector in fulfilling its commitment towards rural electrification is also continuing in the right earnest. Numerous renewable energy systems for rural homes have been financed and plans are afoot to expand this reach. The Company has also bagged two e-governance projects in the state of West Bengal and Bihar, where it will be setting up 10,500 common service centers to offer e-services to the rural population. SREI has consolidated its efforts in Russia through ZAO SREI Leasing. The Company stepped up its momentum in the leasing business there by putting in place a capable team to handle operations. Along with European Bank for Reconstruction and Development (EBRD) and DEG of Germany, other investors have also evinced interest. Recently ZAO SREI has opened its second office in St. Petersburg. Earlier this month, SREI had received the mandate from the Sri Lankan Government to prepare a viability study for the proposed metro railway project in Colombo, whose cost is estimated in the range of Rs. 6000 crore to Rs. 7000 crore.

SREI has continued to utilise its long-standing strategic relationships with the manufacturers as well as construction companies on a pan India basis, which has helped the company to position itself strongly in terms of its delivery.

Elaborating on PKN, **Mr. Hemant Kanoria, Vice-Chairman & Managing Director, SREI**, said "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 internationally acclaimed brands of excavators, tippers, dumpers, loaders, transit mixers and compactors from leading manufacturers with standard guarantee and warrantee from them at their prices."

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:

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