



SREI Brand Communiqué

SREI INFRASTRUCTURE'S 'PAISON KI NILAMI' ARRIVES IN AHMEDABAD

Ahmedabad, May 26, 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 Ahmedabad.

Paison Ki Nilami (PKN) is an auction where 'You Decide, Srei Provides'. PKN, Ahmedabad will be inaugurated by the Hon'ble Industries Minister, Government of Gujarat, Shri Anil Bhai Patel. The popular RJ-Devaki of Radio Mirchi will conduct the auction. The evening will be marked by a performance by Bali Brahmhatt. Also on show will be two unique signature, creative and choreographed presentations from SREI "**Customer Service – Beyond Partnership**" & "**We Make Tomorrow Happen – A Journey of Leadership**".

PKN, Ahmedabad is targeted for all the customers in Gujarat and Rajasthan. With this, SREI announces Ahmedabad as a new regional office, raising the number of regions to nine. This region would cater to the requirements of the Gujarat-Rajasthan belt. Ahmedabad region includes the field offices of Baroda, Jamnagar Rajkot, Gandhidham, Udaipur and Jaipur.

In the current environment of upward-moving rate of interest, *Paison Ki Nilami* allows the participants 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, Gujarat Apollo, JCB, Puzzolana, Volvo Equipment with standard guarantee and warrantee from them at their prices.

This will be the fifth auction of its kind after the pilot event was successfully held in Kolkata in November 2004, followed by its second chapter in Bhuwaneswar in February 2005, the third at Hyderabad in August 2005 and the fourth one at New Delhi in February 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 Ahmedabad, thereby identifying the ninth region. We hope that the response in Ahmedabad will surpass the Kolkata, Bhuwaneswar, Hyderabad and New Delhi 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 finance, infrastructure project finance and renewable energy product financing company commenced its operations in the year 1989. SREI is operating across the country with a network of 46 branches 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 & 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 (Financial Institution owned by the Government of Finland) are among the large stakeholders in the company.

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