

4h January 2010

Dear Sir / Madam,

Wish you A Very Happy New Year 2010 !

The MEDC acts as an Economic Think-Tank for the Business, Industry and State Government. With active support and cooperation of our esteemed members like you, MEDC has completed over **five decades of its services** to Business and Industry. We continue to need your support, which will grow steadily and encourage us to scale new heights in our quest for excellence in the years to come.

As a part of its research activity, MEDC has been bringing out its in-house studies on topical issues useful to Business, Industry and the Government. MEDC now proposes to bring out a Special Research Study on **'India's Economic Outlook : 2010 - 11'** at the end of **January 2010**. The Special Study is being brought out to meet the growing demand from business and industry.

A note giving the **HIGHLIGHTS** of Special Study is enclosed for your information.

The Special Study with its wider circulation (2500 copies) at different levels, will command immense advertisement potential through its repeated readership and reference in business and industrial circles as also in Government offices. The advertisement value of the Special Study, therefore, needs hardly to be stressed.

On behalf of **Mr. Vithal Kamat, President, MEDC** and on my own behalf I sincerely request you to release advertisement of your esteemed organisation by returning the enclosed **Advertisement Space Order Form** duly filled in along with advertisement material before **15th January 2010**.

We look forward to your continued co-operation, understanding and support to this **'Long Term Relationship'** Initiatives.

With personal warm regards and awaiting your response.

Yours sincerely,

ANIL DESHPANDE
Chief Executive Officer



India's Economic Outlook : 2010 - 11

Highlights of the MEDC Special Publication – January 2010

- The Special Publication will present the broad picture of the global and Indian economy highlighting the assessment and prospect for 2009-10 and outlook for 2010 – 11. The broad features of the economic crisis and the aftermath in the global contacts will be presented.
- As a background to the outlook and assessment will be presented of the higher growth trajectory with emphases on the sectoral decomposition of the growth process in an open economic contact .
- The industrial and corporate sector development will be reviewed alongwith the investment climate best on these assessment outlook for 2009-10 and indicated projection for the 2010 -11 will be presented
- After reviewing the monetary and financial sector developments the prospect of these sector will be presented from monetary and financial stability angle.
- The Special Issue will assess the fiscal development under the Fiscal Responsibility and Budget Management act followed by the outlook for 2009-10 & 2010-11.
- The External sector development will cover an assessment of current and capital account alongwith foreign exchange reserve accumulation. Best of these the outlook on the trade deficit, current account deficit, capital flows and reserve accumulation will be presented.
- Inflation outlook in terms of WPI based on the outlook on Economic Growth, fiscal deficit, and capital flows will be presented . The inflation outlook thus will cover food, fuel and manufacturing inflation.
- A few policy recommendations, particularly from the medium term perspective will be flagged.

In view of the importance of this Special publication, advertisement of your esteemed organisation is a **MUST** in this issue.



ADVERTISEMENT SPACE ORDER FORM

Chief Executive Officer, MEDC

Y.B. Chavan Centre, 3rd Floor
Nariman Point, Mumbai – 400 021.

**Sub.: Release of Advertisements in MEDC Special Publication on
'India's Economic Outlook : 2010 - 2011'
January 2010**

Dear Sir,

We are pleased to release **Four Colored Last Cover Page / Inside Cover Page / Four Colored Full Page / Half Page** Advertisement in your Special publication on **'India's Economic Outlook : 2010-2011'** in the Month of **January 2010**.

Necessary Advertisement material is enclosed / will be sent separately. Cheque is enclosed / will be sent on receipt of your Bill and Voucher Copy.

Yours faithfully,

_____ **Name :** _____ **Designation:** _____

Name of Company & Address: _____

Tel.: _____ **Fax :** _____ **e-mail :** _____

ADVERTISEMENT TARIFF

Particulars of Advertisement	Printing Size	Paper used for printing	Rate per insertion (Rs.)
*Last Cover Four Colored	20 cm x 25 cm	250 gsm sinner mass	30,000/-
*Inside Cover Four Colored	20 cm x 25 cm	250 gsm sinner mass	20,000/-
Full Page in Four Colored	20 cm x 25 cm	100 gsm sinner mass	10,000/-
Full Page in Black & White	20 cm x 25 cm	100 gsm sinner mass	07,500/-
Half Page in Four Colored	20 cm x 12.5 cm	100 gsm sinner mass	05,000/-

* On first come- first- basis.

For any assistance or clarification, please contact :

Mr. Suresh Ghorpade, DGM, Tel.: 22818198 / 22842202/03 or cell : 9833374630.