CESC Media
Touchbase with Kolkata.............
Brought electricity in 1899

- Dancing is made possible in the hottest of weather, thanks to the imaginative copy to persuade Calcuttans to buy the Osler Fan.

- Oiling, cleaning and adjusting an electric punkah cost Rs. 36 in the good old days.

- November, 1901

- Table fans first came with the advantage of being battery operated.

- April, 1903

- Even estimates for installing electric lights and fans cost money in the early days, as is evident from the Balmer Lawrie & Co. advertisement offering “free of charge” estimates.
CESC’s Command Area

Licensed Area: 567 sq. km

No. of consumers: 27 Lac

HH: 23 Lac
SME: 04 Lac

Population Covered: 17 million
**CESC Limited**

- Flagship company of the RP Sanjiv Goenka Group
- Private Power Utility
- Generating and distributing electricity

**CESC Media**

- SBU of CESC Limited
- Electricity bill as a market communication / media vehicle
Media Options

- Advertisement on CESC’s Monthly Electricity Bills
- Branded Envelopes with or without Samples
- Branded Leaflets / Discount Coupons
- Cash Office Hoardings
- Digital Signage options at Cash Offices
- Leveraging CESC own properties as OOH options
- E Mailers
Effective Core Media Delivery per se the **REACH, OCCASION OF INVOLVEMENT, MALE FEMALE INVOLVEMENT**

**Assured Reach and Visibility. The bills are all hand delivered.**

**Bills usually received by the lady in the house.**

**Recall & Retention** - The electricity bill is looked at several times and is retained for future reference.

**Segmentation basis electricity consumption possible allowing brands reach out to preferred SEC level TG and specific Areas**
Select and Segment your TG from the comprehensive DATABASE

Electricity usage is an international and dominant Socio-Economic Indicator

Life Style & Economic Status
- House Hold Segments: Platinum - Gold - Silver

Geographical Location

Type of Establishment
Option I: Branding on CESC’s Monthly Electricity Bill

Vertical Space
5 cms. X 15 cms.

Water Mark
5 cms. X 13 cms.

Horizontal Space
4 cms. X 18.5 cms.
Option I : Branding on CESC’s Monthly Electricity Bill

Reach - 27 Lac.+ Consumer Households across Kolkata, Howrah and Surrounds.

Bills are hand delivered and more than often the lady in the house receives the bills.

The electricity bill is never thrown away. It is looked at a couple of times the electricity bill is put in a file.

The CESC monthly electricity bill is unique in design and format compared to any other utility bill in the country. The artwork with the market communication clearly appeals.
Option 2: Branded Envelopes WITH or WITHOUT Samples

Envelopes:
- Envelope With Sample
- Envelope Without Sample

Images:
- Pantene Pro-V Shampoo Sachets
- Kellogg's Chocos Cereal
Option 2 : Branded Envelope With or Without Product Samples
Option 3: Branded Mailers / Leaflets
Option 4: Advertisement Space at CESC Cash Collection Offices
Option 5 – Digital Signages at CESC Cash Collection Offices
Option 6: Promotional E-Mailers to Captive Audience

Promotional E Mailers to Group Captive Audience

35000
Option 7: OOH Options

Leveraging CESC Limited’s own properties

Spread across the metropolis of Kolkata

Prominent Locations

High on Visibility
We’d look forward to hearing from you.

Thank You