

SAUR ENERGY

INTERNATIONAL

Media Kit -2017

“WE MAKE SENSE”

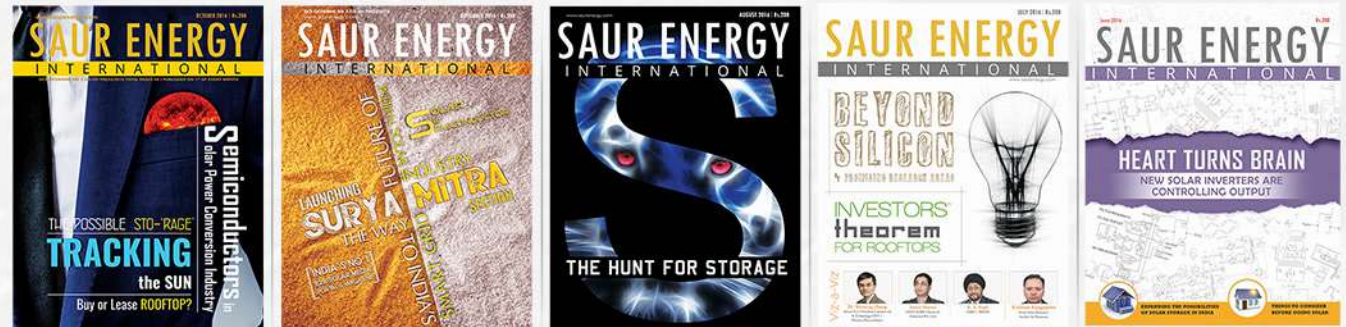
SAUR ENERGY INTERNATIONAL MEDIA GROUP

We inherit news, views, products, opinions and bring together the think-tankers in one-click to the pragmatic vision of India 'Turning Solar'.

In-housing expertise in the solar sector we deliver you information on today's and tomorrow's happenings.

Our portfolio is your Innovation but our transition is tomorrow's vision.

- ☑ Speak to a captive audience: our online platforms reach over 200,000 visits / month, our daily and weekly newsletters are sent out to 30,000 recipients worldwide.
- ☑ Saur Energy International Magazine circulation is 20,000 Print copies and over 100,000 digital copy Views. With unique and research oriented content Saur Energy international is read globally.
- ☑ We support you in creating highly effective marketing activities to expand your business opportunities.
- ☑ Benefit from Saur Energy's extensive global network.





EDITOR
MANAS NANDI
manas@saurenergy.com

"WE MAKE SENSE". We write with the same passion as you design and produce your module, inverter, solar farm or rooftop system. We are a bunch of Journalist and not copywriters. We research in-depth about the subject, we question ourselves as much we question the industry and that's how we became India's leading Solar Energy Media house. Our stall in exhibitions & trade shows are the busiest amongst all other media stalls because we listen, understand and respond to the query's that our readers bring to us. In 2017 as the industry moves to a tougher target, we have made our targets fall in line. We will bring you more in-depth stories, latest innovations, technology updates and much more.

TEAM SAUR ENERGY INTERNATIONAL

Saur Energy International Moto

Saur Energy International is committed to strengthen Solar Energy Market in India with more informed, engaged industry and consumers through expanded journalism. As an Independent Solar Energy media house Saur Energy International understand its role in making India a truly green energy producer and how this can transform life for our future generations. Saur Energy International print and online platform is created for factual reporting, authentic stories, and diverse voices that will help create an informed and robust solar energy industry.



ASSOCIATE EDITOR
NILOY BANERJEE
niloy@saurenergy.com



Sr. Journalist
SANTANU MUKHERJEE
santanu@saurenergy.com



FEATURE SPECIALIST
LAIQUE KHAN
laique@saurenergy.com



TECHNICAL EDITOR
BIKRAM SINGH
bikram@saurenergy.com



MANAGER MARKETING
HEMANT ARORA
hemant@saurenergy.com



DESIGN HEAD
ABHISHEK GUPTA
abhishek@saurenergy.com



WEB DEVELOPMENT
MANAGER
JITENDER KUMAR
jitender@saurenergy.com



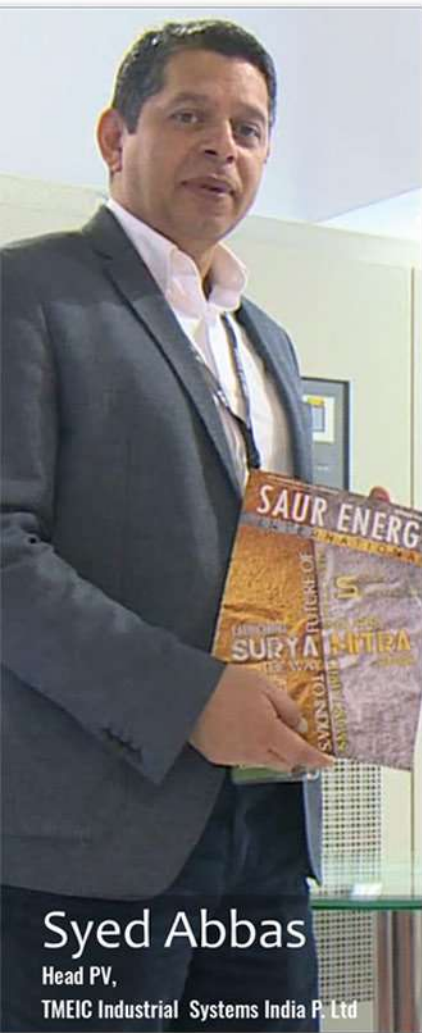
WEB MARKETING
BALVINDER SINGH
balvinder@saurenergy.com



SUBSCRIPTIONS
S.RADHIKA
subscription@saurenergy.com

SAUR ENERGY

INTERNATIONAL



Syed Abbas
Head PV,
TMEIC Industrial Systems India P. Ltd

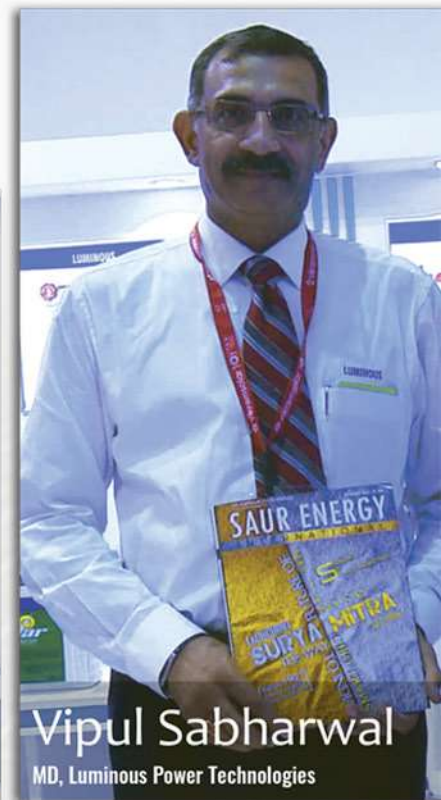


Joy Saxena
Executive Director, Vikram Solar

Gyanesh Chaudhary
MD & CEO, Vikram Solar



Rohit Kumar
Head of Indian Subcontinent, REC



Vipul Sabharwal
MD, Luminous Power Technologies

SENSE POWER



David Zhao
Senior VP, PV &
Storage Division President, SUNGROW



Vinay Shetty
Country Manager, Indian Subcontinent, Canadian Solar



Varun Jairath
Director Investments, Rays Power Infra Pvt. Ltd.



Schmitt Gerald
MD, Fronius India Pvt. Ltd

SAUR ENERGY

INTERNATIONAL

OTHER

ENERGY

MEDIA

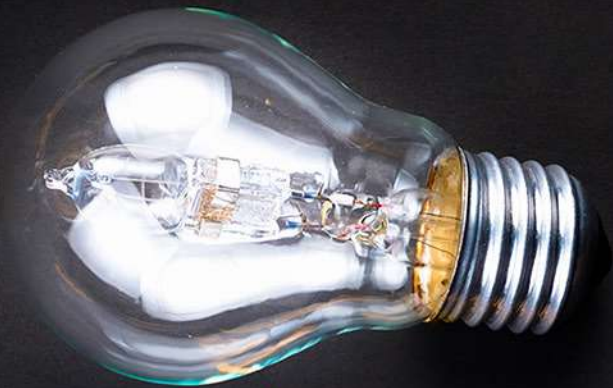
GROUPS

SAUR ENERGY.com

No.1

Highest Readership

We don't ! Statistics Says



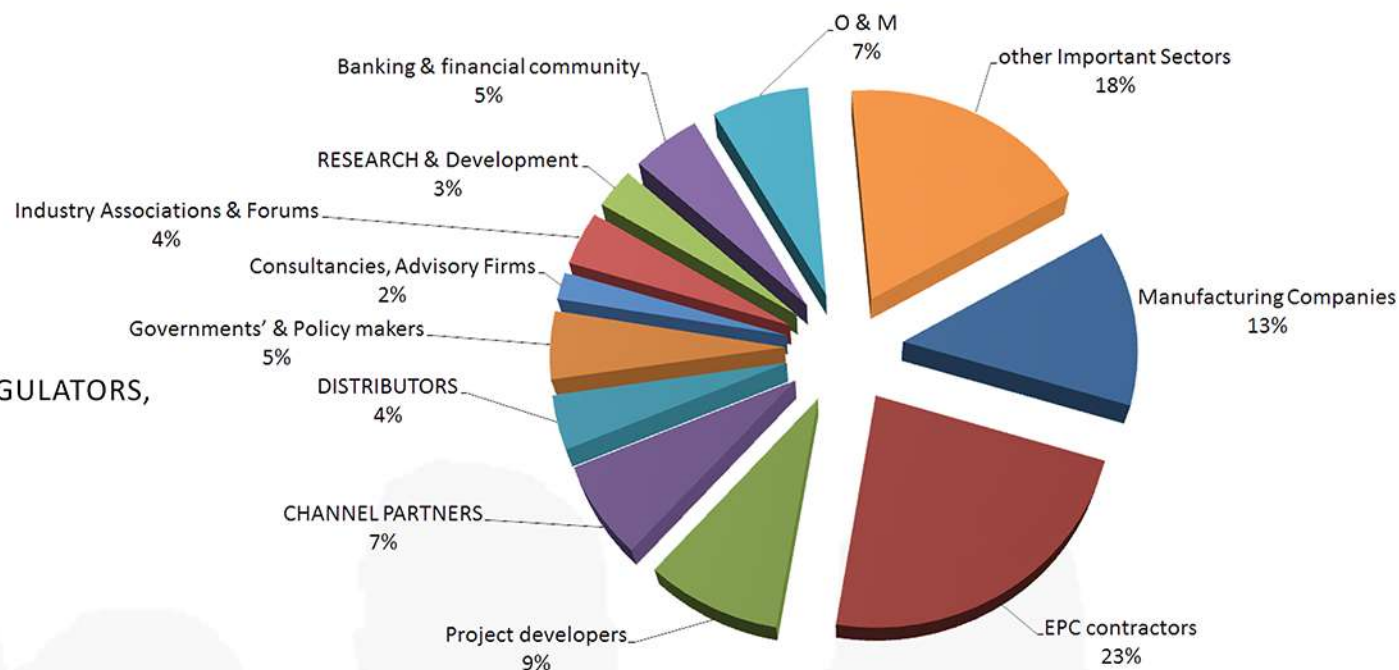
CONTENT

CONTENT SEGMENTS

- PRODUCTION QUALITY MANAGEMENT
- IN - MODULES
- LARGE SCALE APPLICATIONS
- ROOFTOP ARRAYS
- MATERIALS (BACKSHEET & PASTE)
- ON-SITE TESTING
- TESTING EQUIPMENT
- MONOCRYSTALLINE MODULE
- QUALITY MANAGEMENT IN PRODUCTION- INVERTERS
- DISTRIBUTED BATTERY STORAGE
- SCADA
- MONITORING- ROOFTOP
- CABLES & CONNECTORS
- MATERIALS (BACKSHEET & EVA)
- LASERS
- HOME INVERTERS
- MODULE ASSEMBLY
- MODULE MANUFACTURING
- THIN FILMS
- OFFGRID
- HOME STORAGE
- ON-SITE MODULE TESTING
- CELL MANUFACTURING
- TRACKERS
- OPERATIONS & MAINTENANCE- UTILITY
- MONITORING- UTILITY
- JUNCTION BOXES
- UTILITY SCALE INVERTERS
- EPC
- MOUNTING SYSTEMS
- UTILITY SCALE STORAGE
- SMART HOME SOLUTIONS
- POLYCRYSTALLINE MODULE
- OPERATIONS & MAINTENANCE-ROOFTOP
- QUALITY MANAGEMENT STORAGE TECHNOLOGY
- UTILITIES & PV
- LAMINATORS
- OPTIMIZERS
- POLYSILICON PRODUCTION
- MATERIALS(GLASS & FRAME)

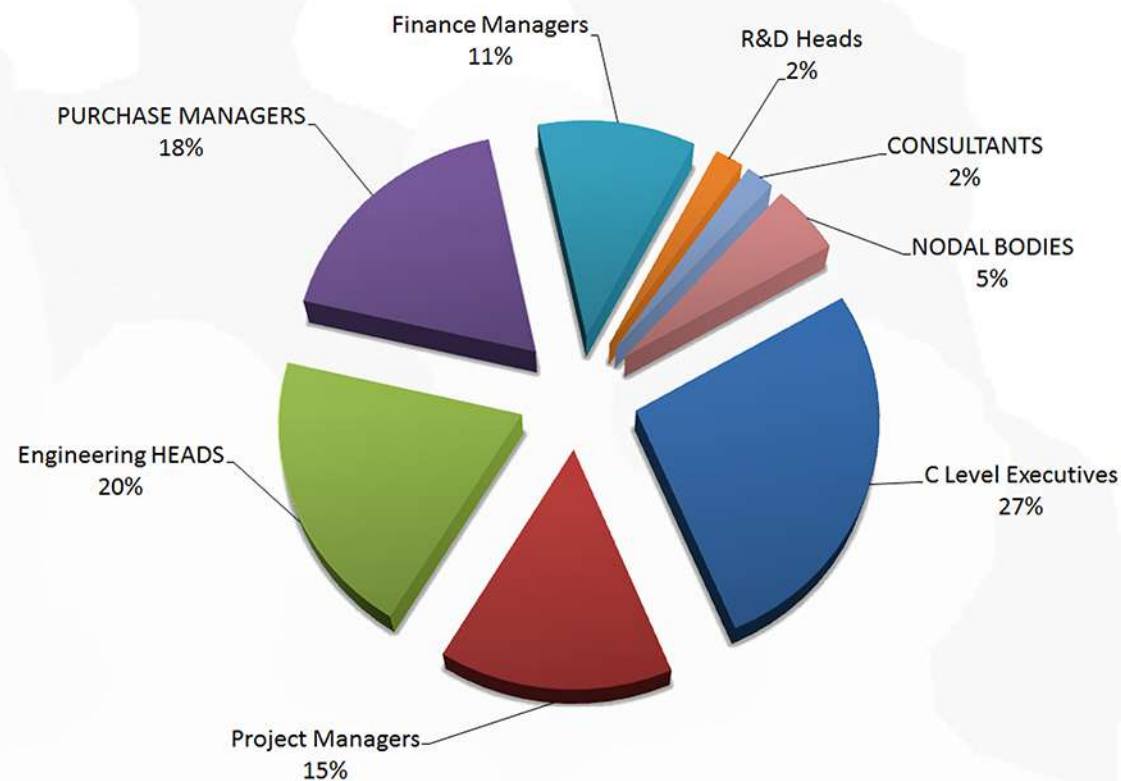
INDUSTRY WISE BLUEPRINT

- MANUFACTURING COMPANIES
- EPC CONTRACTORS
- PROJECT DEVELOPERS
- CHANNEL PARTNERS
- DISTRIBUTORS
- GOVERNMENTS', POLICY MAKERS, REGULATORS,
- CONSULTANCIES, ADVISORY FIRMS
- INDUSTRY ASSOCIATIONS & FORUMS
- RESEARCH & DEVELOPMENT
- BANKING & FINANCIAL COMMUNITY
- O & M
- OTHER IMPORTANT SECTORS

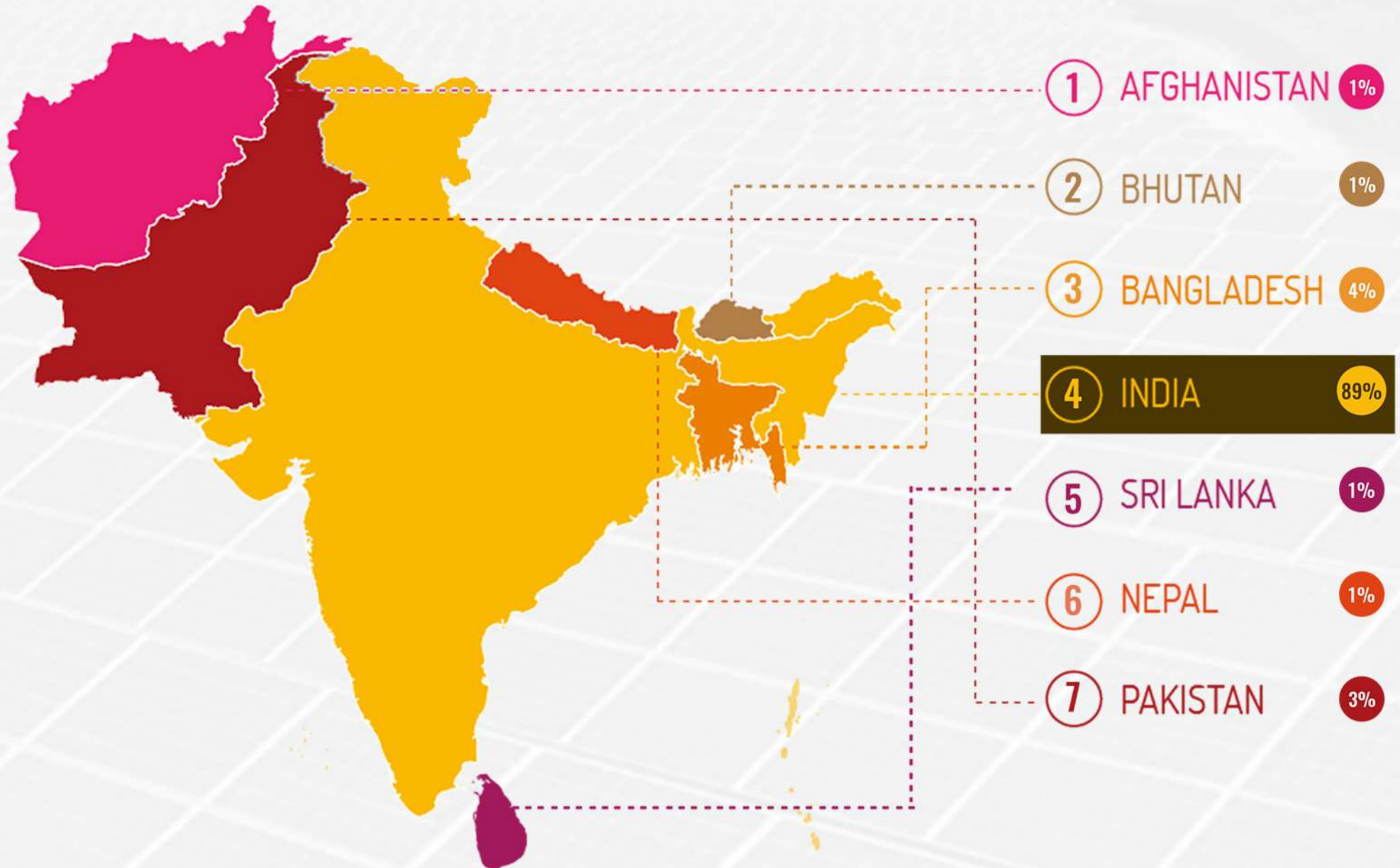


JOB TITLE

- C LEVEL EXECUTIVES
- PROJECT MANAGERS
- ENGINEERING HEADS
- PURCHASE MANAGERS
- FINANCE MANAGERS
- R&D HEADS
- CONSULTANTS
- NODAL BODIES



TARGET ENTIRE SAARC REGION WITH SAUR ENERGY INTERNATIONAL



WEB STATISTICS



If the solar tariff increases then the demand of solar will go down which will impact the further capacity roll-out: Hindustan Power. The solar energy is one of the global leaders in the solar industry & distributes its solar...



This solar-charged battery directly stores energy from sunlight in a tank. Researchers at University of Wisconsin-Madison have developed solar-charged battery that directly stores energy from sunlight.



Lithium ion Battery Market in India to Grow at CAGR 32% Till 2021: TechSci Research. TechSci Research in its latest report 'India Lithium ion Battery Market By Type, By Application'.



Telangana Solar Policy. Government of India has set a target of 100 GW of solar energy generation in 2022. The impact of solar energy on the environment is also discussed.



KERG issues an order revising tariff payable for solar rooftop and small photovoltaic power plants. Karnataka Electricity Regulatory Commission (KERC) has issued an order revising the tariff payable for solar...



MONTHLY VISIT
2,00,000

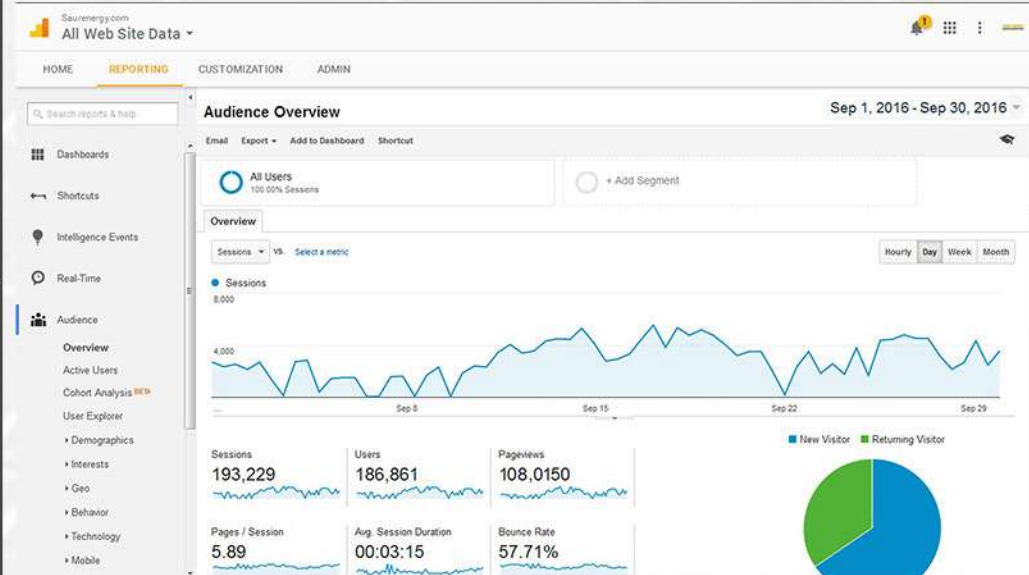
UNIQUE VISITOR
1,50,000

PAGE VIEWS
10,20,000

PAGE/VISIT
5.8

TRAFFIC AGE WISE

BELOW 21 YEARS -	4%
21 TO 45 -	54%
46 TO 60 -	40%
60 YEARS AND ABOVE -	2%



NEWSLETTER

Advertise with the most read Solar Energy Newsletter in India :

Total subscribers: 35,000

Open rate: Average 15%

Creative Size:

1) 580 X 90 px

2) 580 X 150 px

India's most widely circulated solar energy newsletter delivers
LATEST NEWS, INTERVIEWS, INNOVATIONS, TRENDS, RESEARCH REPORTS,
TECHNOLOGICAL ARTICLES, BLOG, GOVERNMENT POLICES &
LATEST INDUSTRY UPDATES.

Email Campaign Statistics for "Saur Energy News Letter 05 oct 2016"

Statistics Snapshot

Open Statistics

Link Statistics

Bounce Statistics

Unsubscribe Statistics

Forwarding Statistics

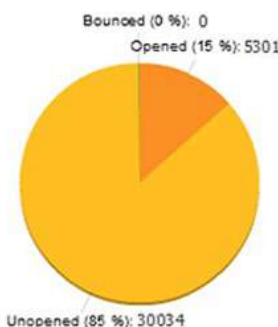
A summary of the performance for the selected email campaign is shown below:

Statistics Snapshot

Email Subject	NTPC to expand its target of setting up 10 GW of solar capacity: Report
Email Campaign	Saur Energy News Letter 05 oct 2016
Start Sending	October 5 2016, 11:44 am
Finished Sending	October 5 2016, 6:24 pm
Sending Time	6 hours, 40 minutes
Sent To	35335 of 35335
Sent By	internationalsaurenergy
Opened	5301
Open Rate:	15%



Email Campaign Summary Chart



SAUR ENERGY INTERNATIONAL

6th October 2016

NEWS | IN TALKS | POLICY | EVENTS | SUBSCRIBE | MEDIA KIT

1



Indian entrepreneurship needs to be promoted in global electrical industry: Piyush Goyal

Union Minister of State for Power, Coal, New & Renewable Energy and Mines, Piyush Goyal speaking at Light India Exhibition 2016 said that Indian entrepreneurship needs to be promoted in...



REC develops formula and process to mass produce multicrystalline solar cells

REC, a fully integrated European brand of solar photovoltaic (PV) panels with operational HQ in Singapore announces that the company has developed a formula and process to mass produce multicrystalline...



Rail Minister Suresh Prabhoo Flags Off Newly Manufactured Solar Powered Guard Van of Goods Train

Minister of Railways Suresh Prabhakar Prabhoo on Wednesday inspected and flagged off the newly manufactured solar powered Guard Van of Goods (Freight) Train at Delhi Safdarjung Railway Station. The new...

2



M. Venkaiah Naidu inaugurates Rs.114 cr social infrastructure that runs on green energy

Minister of Urban Development, M. Venkaiah Naidu on Wednesday inaugurated three components of modern social infrastructure under East Kidwai Nagar General Pool Residential Accommodation (GPRA) Redevelopment Project. This new social...



ABB to install solar based micro grid at Vadodara facility

ABB has announced that it will install a fully integrated and standardized micro-grid at its Vadodara facility in Gujarat, India to help boost renewable energy generation while reducing dependency on...



IHS Markit expects global energy storage inverter shipments slated for solid growth

As the energy storage market rises, and as prices for storage continues to fall, more than 900 MW of energy storage grid-tied inverters were shipped globally in 2015. The global...

VIDEOS ARE SPECIAL




SAUR ENERGY


Only one-click-stop online portal is a endeavor to mentor the Solar Market delivering a rational purview on this nascent market.
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Interview With Manoj Gupta VP Solar Business, Fortum India Pvt...
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Interview With York Xu Sales Manager TBEA Xi'an Electric...
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Interview with Tony Zhao, PhD-Chairman Assistant, Chief...
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Interview With Hiroshi Yagi, Deputy General Manager, Projec...
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Interview With Nitin Mamodia-CEO, Premier Solar Powertech (I...
32 views • 2 weeks ago




Interview With Dr Rahul Kapil (PhD) Operation VP,
84 views • 2 weeks ago




Interview With Harish Ahuja Founder & CEO, Indigosolar
27 views • 2 weeks ago




Interview With Deepak Jain Vice President Business Developmer...
78 views • 2 weeks ago




Interview With Vinay Shetty-Head Of Indian Subcontinent, REC...
36 views • 2 weeks ago




Interview With Sunil Rathi -Director- Sales and Marketing,
128 views • 2 weeks ago




Interview With Gyanesh Chaudhary and Joy Saxena
176 views • 2 weeks ago




Interview With Vinay Goyal CEO of Ganges Internationale (P) LTD.
48 views • 2 weeks ago




Interview with Varun Jairath Director Investments, Rays
58 views • 2 weeks ago




In a live Rendezvous with Mr. Vipul Sabharwal, MD, Luminous...
24 views • 2 weeks ago




Interview with Rohit Kumar Head Of Indian Subcontinent, REC
341 views • 2 weeks ago




Interview with Vijay Kumar C R General Manager, Sales and
36 views • 2 weeks ago




Interview with David Zhao, Senior Vice President, PV & Storage
31 views • 2 weeks ago




Interview with Syed Abbas, Head PV, TMEIC Industrial Systems
89 views • 2 weeks ago




EXCLUSIVE INTERVIEW WITH NALIN SHARMA VICE
309 views • 2 months ago




An Exclusive Interview with Rajesh Gupta, Director, Okaya
53 views • 2 months ago



solar urja expo 2016
54 views • 5 months ago



In conversation with Shourrya Sachdeva, Assistant Manager-
128 views • 5 months ago



Solar Business Is Very Viable and Green: Kartik Sachdev, Marketin...
93 views • 5 months ago

EVERYBODY
LIKES
TO LISTEN INDUSTRY
VETERANS
WE MAKE THEM TALK ON
OUR CHANNEL

EDITORIAL CALENDER 2017

ISSUE	JAN	FEB	MAR	APR	MAY	JUN
Editorial Deadline	20-12-2016	20-01-2017	20-02-2017	20-03-2017	20-04-2017	20-05-2017
Advt Deadline	25-12-2016	25-01-2017	25-02-2017	25-03-2017	25-04-2017	25-05-2017
Publication Date	01-01-2017	01-02-2017	01-03-2017	01-04-2017	01-05-2017	01-06-2017
Technology	<ul style="list-style-type: none"> - Utility Scale Inverters - Utility Scale Storage - Robotics & automation - Production quality management in - MODULES - Large scale applications 	<ul style="list-style-type: none"> - Cell manufacturing - Junction boxes - Monitoring- utility - Operations & maintenance- UTILITY - Trackers 	<ul style="list-style-type: none"> - Rooftop arrays - Home storage - Smart home solutions - Mounting systems - EPC 	<ul style="list-style-type: none"> - Home Inverters - Materials (BACK-SHEET & PASTE) - On-site testing - Operations & maintenance-ROOFTOP - Testing Equipment 	<ul style="list-style-type: none"> - MONO - Module manufacturing - Module assembly - Quality management in production- Inverters - Distributed battery storage 	<ul style="list-style-type: none"> - Optimizers - Materials(GLASS & FRAME) - SCADA - Utilities & PV - Monitoring- rooftop
Lead Features	Solar Nation— Growing Solar in India	Micro Grids	A look Back to the Solar Year	Solar Power Developers	Policy impact & Rural Electrification	EPC Contractors & Systems Integrator
Manufacturing focus	Inverter testing equipment & Process	Equipment for cell and module	Ingot production process	Wafer production	Stringers Testing	Flashing
Planned Events And Distribution	<ul style="list-style-type: none"> - POWER ON Karnataka, India - Renewable Energy & Light Engineering Expo, Dhaka, Bangladesh - World Future Energy Summit Abu Dhabi - Energy Storage India,Mumbai - Solar Expo 2017 - IRSC 2017, New Delhi, India 	<ul style="list-style-type: none"> - Solar Middle East 2017,Dubai, UAE - Solar PV Trade Mission Indonesia 	<ul style="list-style-type: none"> - Renewable Energy Expo Philippines - Renewable Energy Expo Indonesia - PV Expo 2017,Tokyo, Japan - SETA 2017,Bangkok, Thailand - PVCellTech,Penang, Malaysia - The Eseeence of Energy, Kuala Lumpur, Malaysia - Power-Gen Middle East 2017 Abu Dhabi, United Arab Emirates 	<ul style="list-style-type: none"> - SNEC Sanghai - RENEW X - Renewable Energy Expo Malaysia - InREC,Delhi, India - Hannover Messe , Hannover - Solarexpo ,Milan 	<ul style="list-style-type: none"> - Renewable Energy World Expo & Conference - Solar India 2017 Expo - Power Gen India ,New Delhi - Solartech Indonesia 2017,Jakarta, Indonesia - EnerSolar + Brazil-2017, Sao Paulo - Intersolar Europe 2017, Munich 	<ul style="list-style-type: none"> - Renewable Energy 2017, Bangkok - Power Gen Europe 2017, Milan

EDITORIAL CALENDER 2017

ISSUE	JUL	AUG	SEP	OCT	NOV	DEC
Editorial Deadline	20-06-2017	20-07-2017	20-08-2017	20-09-2017	20-10-2017	20-11-2017
Advt Deadline	25-06-2017	25-07-2017	25-08-2017	25-09-2017	25-10-2017	25-11-2017
Publication Date	01-07-2017	01-08-2017	01-09-2017	01-10-2017	01-11-2017	01-12-2017
Technology	<ul style="list-style-type: none"> - Cables & connectors - Quality management in production- MODULES - Robotics & automation - Home Storage - On-site module testing 	<ul style="list-style-type: none"> - Cell manufacturing - Trackers - Operations & maintenance- UTILITY - Monitoring- utility - Junction boxes 	<ul style="list-style-type: none"> - Utility Scale Inverters - EPC - Mounting systems - Utility Scale Storage - Smart home solutions 	<ul style="list-style-type: none"> - Testing Equipments - Operations & maintenance- ROOFTOP - Materials (BACK-SHEET & EVA) - Lasers - Home Inverters 	<ul style="list-style-type: none"> - Module assembly - Module manufacturing - Thin Films - Offgrid - Quality management storage technology 	<ul style="list-style-type: none"> - Utilities & PV - Laminators - Optimizers - Polysilicon production - Materials(GLASS & FRAME)
Lead Features	China & Market Impact	Solar Cities – The Future	PV Business and Major Players-INDIA	Transmission & Distribution	ISA – 2 yrs- Still a Toddler or an Adult	Wind Solar hybrid
Manufacturing focus	Laminators	New Age Cell Printing	REI 2017 new equipment overview	Deposition technologies	Instalation & Testing Equipments	INTERSOLAR 2017 new equipment overview
Planned Events And Distribution	<ul style="list-style-type: none"> - Intersolar North America 2017 San Francisco - PV Japan Tokyo 	<ul style="list-style-type: none"> - Inter solar South America 2017 Sao Paulo - 33st EUPVSEC 	<ul style="list-style-type: none"> - Renewable Energy Expo India - Solar Power International 2017 Las Vegas, Nevada, USA - Inter Solar Middle East Dubai - The Green Expo, Mexico - Electric, Power & Renewable Energy, Indonesia 2017 	<ul style="list-style-type: none"> - Renewable Energy Expo Myanmar - PV Taiwan, Taiwan - All Energy Australia 	<ul style="list-style-type: none"> - Renewable Energy Expo Vietnam 	<ul style="list-style-type: none"> - Intersolar India - Solar Industry Summit - Middle East - PV Power Plant USA

PRINT PRICE LIST AND CREATIVE SPECIFICATION

FULL PAGE

HALF PAGE

HALF PAGE

DOUBLE SPREAD

TAB THICK
PAGE

INSIDE GATE
FOLD

Standard Space	Size(W X H)	Cost-EUROS	Cost-USD	Cost-INR
INSIDE GATE FOLD	431 X 279 mm.	4100	4700	3,00,000
BACK COVER	216 X 279 mm.	4100	4700	3,00,000
FRONT INSIDE COVER	216 X 279 mm.	3500	4000	2,50,000
BACK INSIDE COVER	216 X 279 mm.	2800	3200	2,00,000
TAB PAGE THICK	(CREATIVE SIZE) 216 X 279 mm. (TAB SIZE) 13 X 38 mm.	2800	3200	2,00,000
DOUBLE SPREAD	431 X 279 mm.	2800	3200	2,00,000
FULL PAGE	216 X 279 mm.	2200	2500	1,50,000
HALF PAGE	216 X 139 mm.(Horizontal) 108 X 279 mm.(Vertical)	2200	2500	1,50,000

Material submission instructions:

- Material should be high resolution PDF (PDF/X-1a:2001 or PDF/X-3, Version 1.3).
- All fonts must be outlined.
- PDFs should include crop or trim marks and bleed.
- All colour must be CMYK process.
- We accept PDF, InDesign, and EPS files. If sending native files, all fonts and linked images must be included and fonts must be outlined.
- Files should be press optimized with image resolution at 300 ppi and line art (bitmap) at 1200 ppi.

For further details please contact our advertising department:

Hemant Arora

Mob: +91-8800400955

E-mail: hemant@saurenergy.com

* Please add 5mm bleed on all sides to avoid white lines at edges.

WEB PRICE LIST AND CREATIVE SPECIFICATION

SAUR ENERGY INTERNATIONAL

728 X 90

HOME NEWS ARTICLES POLICY IN TALKS BLOG EVENTS SUBSCRIBE E-MAG ROOFTOP

1366 Technologies and Mamoria Q CELLS Bo...
1366 Technologies and Mamoria Q CELLS Bo...
Direct Wafer Products Exceed the Average of the Multi Reference Group

Government's New Solar Norms Prevents DISCOMs from Terminating PPAs
India Imposes anti-dumping duty on tempered glass imported from China for five years

MAKING SMART INDIA 2017
RENEWABLE ENERGY
DIGGING DEEPER
UTAR PRADESH POWER SCHEME

300 X 250
300 X 60

1070 X 90

FACE 2 FACE View All

INTERVIEW View All

ARTICLES

Xiande Li
JinkoSolar Holding
Xiande Li Chairman, JinkoSolar Holding Co.

Q&A: Interview with Dr. Mahesh Singh
Dr. Mahesh Singh, Managing Director of ...

GST Announces the Side and May Lead to a Temporary ...
Managing Director of ...

VIZ-A-VIZ with Hiten C. Parekh, Head, Everest ...
Rooftop Solar Drive Testing, Harnessing the ...

VIZ-A-VIZ with S.K. Mahajan, Director, B Solar ...
DRAGON'S FIRE on JCN'S FIVE

VIZ-A-VIZ with Alex An, CTO, NEXTracker ...
SOLAR PANEL Lamination: Decisive, Advantages and ...

VIZ-A-VIZ with HARTEK SINGH, Chairman & ...
A Vision for a Greener Tomorrow

VIZ-A-VIZ with Shyam M. Gupta, Project Manager ...
Submitting Proposal & Schedule of Solar

CHANCES & CHALLENGES RELATED TO EPC
INDIA SOLAR CONFERENCE: Set for Future Growth
Secret to Turn 400W
Solar Mounting Structures: Backing Matters

728 X 90

NATIONAL SOLAR NEWS View All

INTERNATIONAL SOLAR NEWS View All

United States Examining Partnering With ...
The task has proved less interest to partner in the USA programme and projects but ...

Search Offers Solution That is Equivalent to ...
Government's New Solar Norms Prevents DISCOMs ...

India Imposes anti-dumping duty on tempered glass ...
NREDA Drafts New Guidelines on Solar Power ...

Cyborg Bacteria Can Harvest Solar Energy to ...
To enable future to capture more of the sun's energy, bio-nature photovoltaics can be created ...

Solar Spectrum and Horizon, Solar Power merges ...
Solar partners using bio-solar technology to ...

AGL Launches Free Rooftop Solar Energy Monitoring ...
Solkemica Energy Partners with MTU America to ...

728 X 90

MARKET RESEARCH View All

Increasing Use of Advanced Materials and Emerging ...
The global HAPTS market will post a CAGR of 3.4% during the forecast period. A ...

Silicon Consumption to Drop to 3.6 Grams per Watt ...
The silicon industry has undergone the last few years in a growing down ...

160 X 600

POLICY View All

Maharashtra Solar Energy Policy
Kerala Solar Energy Policy
West Bengal Solar Energy Policy
Jharkhand Solar Energy Policy
Haryana Solar Energy Policy
Chhattisgarh Solar Energy Policy
Jammu and Kashmir Solar Energy Policy

DRAGON TAILS
JinkoSolar Supplies 42 MW of Solar Modules to ...

Standard Space	Size(W X H)	Cost-EUROS	Cost-USD	Cost-INR
WALLPAPER	728 X 90 + 160 X 600 PX	3,385	4,000	2,52,000
LEADER BOARD	728 X 90 PX	1,700	2,000	1,26,000
SKYSCRAPER	160 X 600 PX	2,550	3,000	1,89,000
RECTANGLE	300 X 250 PX	2,115	2,500	1,57,500
NEWSLETTER	-	1,341	1,550	1,00,000

Content marketing opportunities With India's Leading Solar News Portal and Magazine:

Saur Energy International offers wide opportunity to reach your target audience and position your company as a leader in the solar Industry through content advertising.

We create content that make sense. Our content marketing plans can fit your requirement and help to drive qualified audience for your organization. Content marketing is one of the most practical, effective, and useful marketing strategies today. Get in touch with us now to create a compelling and strategic content plan for your company.

For further details please contact our advertising department:

Hemant Arora

Mob: +91-8800400955

E-mail: hemant@saurenergy.com

* Creatives should be less than 50 kb.

EDITORIAL CONTACT:

edit@saurenergy.com

Phone: +91-11-40538137

ADVERTISING CONTACT:

adv@saurenergy.com

Phone: +91-9811504585

CONTACT US

CORPORATE ADDRESS:

303-NEELKANTH PALACE,
190-SANT NAGAR
NEW DELHI-110065, INDIA
Phone: +91-11-40538137

