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**TO WHOMSOEVER IT MAY CONCERN**

We are delighted to inform you that India Today, the country's most prestigious and largest-circulated news magazine, has instituted a special award for the Central government's Public Sector Undertakings (PSUs) for their contribution to the socio-economic growth of India. The primary aim of the award is to set a benchmark of growth for the industry through objective assessment and evaluation of PSUs on various parameters and sub-parameters in several categories.

The second award ceremony was held on December 14, 2015 where 32 PSUs across eight categories were awarded for their extraordinary performance. The details of these awards can be accessed here:

<http://indiatoday.intoday.in/story/india-today-psu-awards-the-new-ratnas-of-change-and-growth/1/549046.html>

The 3<sup>rd</sup> annual award will be presented by the end of this year in Delhi.

To make this prestigious award robust, transparent and plausible, India Today has roped in **Marketing and Development Research Associates (MDRA)**, a premier market research and rating agency, as a knowledge partner. MDRA representatives will contact you for your inputs. We request you to kindly extend all necessary cooperation to the agency. Your contribution would certainly be acknowledged.

Regards,

Raj Chengappa

