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ISO 9001:2008 ISO 14001:2004 Certified Company



Monday, March 14, 2016

To

Bombay Stock Exchange Limited

P.J.Towers, Dalal Street

Mumbai – 400 001.

Dear Sir / Madam

Sub : MIC consortium selected for Proof of Concept phase of Railway Display Network (RDN) - Reg.

Ref : Business Operations under Clause 30 of the SEBI Listing obligations and Disclosures Requirements Regulations, 2015.

Scrip Code : 532850.

The RailTel Corporation of India Limited, a Government of India undertaking, Ministry of Railways invited Expression of Interest (EOI) in November, 2015 for developing Railway Display Network (RDN) in all the railway stations across the country. On the basis of evaluation of a very exhaustive Expression of Interest (EOI) and physical demonstration of the features of the proposed solution offered the consortium of M/s MIC Electronics Limited, M/s Leyard Optoelectronic Co Ltd, Beijing and M/s Associated Advertising Pvt Ltd, led by M/s MIC has been selected by RailTel Corporation of India Limited, for conducting the Proof of Concept phase (PoC) of the proposed Network for six months at Vadodara, Ahmedabad, Allahabad, Naini and Jasra stations. The final work order will be issued on evaluation of the Proof of Concept.

RDN is a unique project that envisages the networking of about 90,000 Digital Display screens (LED Pixel screens and LCD Screens) of different types, sizes and shapes, spread across 2000+ Railway stations across the country, estimated to cost around INR 2000 Cr. All the display screens will be Internet Protocol (IP) based individually addressable and controllable, from a central control station, in terms of content, duration and time slots.

The network is primarily meant for displaying information related to passenger amenities, comfort, convenience and safety. RDN will also be used for transmission of information of national importance including disaster management. The display infrastructure created will be utilised for commercial advertising in defined time frames and formats to generate substantial revenues, which will be shared among the consortium, Railtel and Indian Railway for nine years.

RDN is expected to be a very attractive and valuable platform for the advertising agencies of the country as it has the ability to reach the targeted public national wide or region-wise from a central place for commercial advertisements.

The in depth experience of MIC in the domain of Railways gained through the pioneering work done both in the areas of Passenger Information Display systems and Coach Lighting systems will stand the consortium in good stead in making the project a success in the PoC phase and subsequent roll out phases. The project will be a National pride and MIC truly feels privileged to be a part of it.

Thanking you

Yours truly,

For MIC Electronics Limited

(Dr. M V Ramana Rao)
Managing Director

