



26th November 2015
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BSE Limited
Corporate Relationship Department
1st Floor, New Trading Ring
Rotunda Bldg., P. J Towers
Dalal Street, Fort
Mumbai – 400 001.

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra (East)
Mumbai – 400 051.

Dear Sirs,

Tata Power launches special AC Exchange programme in Mumbai to promote energy efficiency under its 'Be Green' initiative

The Company has always been at the forefront of propagating energy efficiency and conservation in the country. It has been regularly undertaking pioneering steps to meet the ever-growing power needs of Mumbai and facilitating the city to retain its premium status of being commercial capital of the country. In line with this philosophy, it has launched 'Energy Efficient 5 Star Split AC New Purchase and Exchange Programme' to allow consumers to exchange their inefficient electrical appliances for energy efficient appliances and motivate them to associate with and contribute to ensuring a greener and sustainable planet in a more integrated fashion.

As part of the 'Be Green' initiative to promote the use of energy efficient appliances, the programme aims at unifying consumers in the green movement. The programme has been designed with the objective of helping consumers save energy without compromising on their comfort and manage the increased power demand in Mumbai. Under this scheme, Tata Power consumers may purchase a new BEE 5-star rated split AC or exchange their non-star ACs for BEE 5-star rated split ACs and avail a discount of up to **50 percent** on MRP for various models of branded ACs up to 1 Ton, 1.5 Ton capacity. Initiated by Tata Power in partnership with Godrej, the program offers attractive discounts, newer advanced AC models and energy efficient Inverter Technology-based AC models.

The Press Release to be issued by the Company is attached for your ready reference.

Yours faithfully,
For The Tata Power Company Limited

(H. M. Mistry)
Company Secretary

Encl.

TATA POWER

The Tata Power Company Limited

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Tata Power launches special AC Exchange programme in Mumbai to promote energy efficiency under its 'Be Green' initiative

National, November 26th 2015: Tata Power, India's largest integrated power company, has always been at the forefront of propagating energy efficiency and conservation in the country. Tata Power has been regularly undertaking pioneering steps to meet the ever-growing power needs of Mumbai and facilitating the city to retain its premium status of being commercial capital of the country. In line with this philosophy, Tata Power has launched 'Energy Efficient 5 Star Split AC New Purchase and Exchange Programme' to allow consumers to exchange their inefficient electrical appliances for energy efficient appliances and motivate them to associate with and contribute to ensuring a greener and sustainable planet in a more integrated fashion.

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Speaking on this initiative, **Mr. Ashok Sethi, COO and Executive Director, Tata Power**, said, "*Tata Power believes that the watchword of our times is 'Green' and 'Evolution'; together comprising the inspiration that green is the only way to evolve. We are dedicated to the cause of green and aim to set new benchmarks through our care for consumers, the planet and its future. It is with this mindset, that Tata Power has launched programmes for all residential appliances like bulb, Tube Light, Ceiling fans, AC and Refrigerator. Our DSM programmes have been implemented post extensive load research, understanding the consumer load curve, time of use, ownership of electrical goods, load profile and affordability of energy-efficient products. We are receiving overwhelming response for the programmes and have always endeavored to provide world class services to our customers.*"

The offer price of the Energy Efficient 5 Star Split AC Programme includes machine cost, taxes, duties, standard installation charges and buyback of an old AC which will be scrapped in an eco-friendly manner.

Recently, Tata Power also implemented the LED tube light program for its residential consumers to promote the use of highly efficient LED technology amongst households. Under this programme, each residential consumer is eligible to procure 5 LED tube lights fittings at a price of Rs.525/- each, against a market price of Rs.1325/- each. The products are eligible for home delivery and comes with an exclusive three year warrantee.

About Tata Power:

Tata Power is India's largest integrated power company with a growing international presence. The Company together with its subsidiaries and jointly controlled entities has an installed gross generation capacity of [8669] MW and a presence in all the segments of the power sector viz. Fuel Security and Logistics, Generation (thermal, hydro, solar and wind), Transmission, Distribution and Trading. It has successful public-private partnerships in Generation, Transmission and Distribution in India namely "Tata Power Delhi Distribution Limited" with Delhi Vidyut Board for distribution in North Delhi, 'Powerlinks Transmission Ltd.' with Power Grid Corporation of India Ltd. for evacuation of Power from Tala hydro plant in Bhutan to Delhi and 'Maithon Power Ltd.' with Damodar Valley Corporation for a 1050 MW Mega Power Project at Jharkhand. Tata Power has developed the country's first 4000 MW Ultra Mega Power Project at Mundra (Gujarat) based on super-critical technology. It is also one of the largest renewable energy players in India. Its international presence includes strategic investments in Indonesia through a 30% stake in the leading coal company PT Kaltim Prima Coal (KPC), 26% stake in mines at PT Baramulti Suksessarana Tbk ("BSSR") and a geothermal project; in Singapore through Trust Energy Resources to securitise coal supply and the shipping of coal for its thermal power generation operations; in South Africa through a joint venture called 'Cennergi' to develop projects in South Africa, Botswana and Namibia; in Australia through investments in enhanced geothermal and clean coal technologies and in Bhutan through a hydro project in partnership with The Royal Government of Bhutan. With its track record of technology leadership, project execution excellence, world class safety processes, customer care and driving green initiatives, Tata Power is poised for a multi-fold growth and committed to 'lighting up lives' for generations to come. Visit us at: www.tatapower.com

**CELEBRATING 100 YEARS OF INVISIBLE GOODNESS****For further information, please contact:**

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