



10th May 2016
BJ/SH-L2/

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 advocates to Be Green this summer to Mumbai Consumers

The Company ranks consumers' convenience as its top priority and is committed to providing the city of Mumbai with 24/7 quality power. Tata Power presents simple ways to beat the heat while helping to conserve energy and save on power bills.

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 advocates to Be Green this summer to Mumbai Consumers

~Drives Key Energy Conservation tips for Mumbai customers~

- **Use ACs at 25 degrees and more**
- **Switch off devices from the Plug Point**
- **Use BEE 5-Star rated appliances**
- **Avoid overloading the refrigerator**

Mumbai, 10th May, 2016: Tata Power, India's largest integrated power company ranks consumers' convenience as its top priority and is committed to providing the city of Mumbai with 24/7 quality power. With the passing of each summer the temperature gets hotter and humidity level increases, leading to citizens' uneasiness. That's not all; soaring temperatures cause higher electricity bills as a result of increased electricity usage in response to the extreme weather. Tata Power presents simple ways to beat the heat while helping you conserve energy and save on your power bill.

Households using electricity for general lighting & fan, consume around 300 units monthly but the same household using even a single AC and refrigerator consumes an additional 360 units on an average. A typical home consumes 40% more electricity overall on the hottest days, relative to an average summer day. The steady increase in home electricity usage as temperature goes up suggests that cooling appliances are the driving force of the upward trend.

Since weather can't be controlled, consumers can control how they use energy even during periods of extreme temperatures. Simple ways to reduce energy consumption are:

- **Use ACs at 25 degrees and more:** It is actually quite comfortable. For each degree that is set above 22°, 3 to 5 percent less energy is used. Cleaning AC filters at regular intervals and using tinted glass or solar films on windows help in saving as much as 40% energy.

- **In case of Refrigerators, avoid opening the door frequently and do not overload the refrigerator.** Cover liquids and wrap foods stored in the refrigerator as uncovered foods release moisture and make the compressor work harder.
- **Switch off devices from the Plug Point:** Electrical appliances also consume energy in the 'stand-by mode'. One should make it a practice to switch off ACs, TVs, Washing machines, Microwaves, Geysers and Mobile chargers from the plug point.

The company recommends the use of **BEE 5-Star rated appliances** for enjoying the same comfort levels with less energy usage.

Type of Appliance	Non Rated Appliance Consumption	BEE Rated New 5-Star Appliance Consumption	Approximate Savings associated with 5-star Appliances
Ceiling Fan	75 W	50 W	33%
Double-Door Refrigerator 300 Litres	800 kWh / Year	335 kWh / Year	>50%
1 Ton Split AC	1300 W	1004 W	25%

Additionally, Tata Power's recently launched a LED tube light program for its residential consumers in Mumbai encourage them to adopt energy efficiency lights, thereby, saving power.

Tata Power through its various ongoing 'Be Green' Offers helps consumers to switch to 5-star rated energy efficient appliances and save on Electricity bill. These programs are available for LED Tube Lights, ACs, Fans & Refrigerators. Tata Power consumers can exchange their old energy guzzling appliances with a new 5-Star rated one at an attractive discount of 40 to 50% on MRP. The details & online registration for these 5-star rated energy efficient appliances program are available on www.tatapower.com under "Be Green" initiative or at the 24x7 Call Centre No.: **1-800-209-5161**.

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 9183 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 is serving more than 2 million distribution consumers in India and 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

for immediate use

PRESS RELEASE

largest renewable energy players in India with a clean energy portfolio of 1630 MW. 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 securitize 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 sub-Saharan Africa; in Zambia through 50:50 joint venture with ZESCO for 120 MW Hydro which has become operational in 2016; in Georgia through AGL which is a joint venture with Clean Energy, Norway & IFC for development of 185 MW hydro project which is scheduled to be commissioned in 2016; 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

For further information, please contact:

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