



4th May 2017
SE/

BSE Limited
Corporate Relationship Department
1st Floor, New Trading Ring
Rotunda Bldg., P. J. Towers
Dalal Street, Fort
Mumbai – 400 001.
Scrip Code: 500400

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

Dear Sirs,

Tata Power launches Customer Support Chatbot in Mumbai

The Company announced the launch of Chatbot for enhancing customer service. Chatbot will allow customers to get their queries answered via. Chat on Tata Power Mobile App, Tata Power customer portal as well as Tata Power Facebook messenger. With this solution Tata power is looking at drastically reducing the response time to the customer queries to within few seconds and being available to the customer 24*7 in Mumbai.

The customers will enjoy the seamless self-service experience of getting top queries answered with a bot. They will have a personalized experience over conversation with a bot without the need to call up at the Call Centre. At present, the chatbot is configured to answer top queries, but going ahead the Company plans to roll out this service for all complaints and queries. Tata Power is the first utility to adopt and deploy artificial intelligence powered chatbot for customer service.

With the introduction of Customer support Chatbot, Tata Power has once again reinforced its commitment to capitalize on digital channels for enhanced customer experience.

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

Yours faithfully,
For The Tata Power Company Limited

Company Secretary

Encl.

TATA POWER

The Tata Power Company Limited

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Tata Power launches Customer Support Chatbot in Mumbai

Automates customer support with artificial intelligence powered chatbot in partnership with Yellow messenger.

Mumbai, 4th May, 2017: Tata Power, India's largest integrated power company, announced the launch of Chatbot for enhancing customer service. Chatbot will allow customers to get their queries answered via. Chat on Tata Power Mobile App, Tata Power customer portal as well as Tata Power Facebook messenger. With this solution Tata power is looking at drastically reducing the response time to the customer queries to within few seconds and being available to the customer 24*7 in Mumbai.

The customers will enjoy the seamless self-service experience of getting Top queries answered with a bot. They will have a personalized experience over conversation with a bot without the need to call up at the Call Centre. At present the chatbot is configured to answer top queries, but going ahead the company plans to roll out this service for all complaints and queries. Tata power is the first utility to adopt and deploy artificial intelligence powered chatbot for customer service.

Commenting on the launch, **Mr. Ashok Sethi, Chief Operating Officer and Executive Director, Tata Power** said "We at Tata Power have always strived hard in bringing the best to our customers. With the launch of Chatbot, we have again taken a leap forward in bringing our services closer to the customer. The consumers can access the chatbot from the website, mobile app as well as from social media. We have always strived hard in giving the best services to our consumers using the digital platforms

With the introduction of Customer support Chatbot, Tata Power has once again reinforced its commitment to capitalize on digital channels for enhanced customer experience

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 10577 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 2.6 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 largest renewable energy players in India with a clean energy portfolio of 3141 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"); 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 'Cennergy' to develop projects in sub-Sahara 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

for immediate use

PRESS RELEASE

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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