

## **Tata Power bags two awards at the 58th Annual Association of Business Communicators of India Awards**

~ The categories include web communication for the 'Act for Mahseer' initiative and Multimedia CD ROM based presentation for Club Enerji~

**National, 22nd January 2019:** Tata Power, India's largest integrated power company, was bestowed with two awards at the 58th Association of Business Communication (ABCI) annual awards. Tata Power received the awards for its excellence in Web Communication (Category 9) and Multimedia CD ROM based presentation (Category 26). The win emphasized Tata Power's excellence in business communications and upholds its performance on successfully communicating with its stakeholders and customers through various modes of communication.

'**Act for Mahseer**' an Online Campaign received **silver award** under the **Web Communication category**. The Company started its mission to save Mahseer, an endangered freshwater fish that is responsible for ecological balance, in 1975. Through various campaigns like *Each One Reach One*, *Mahseer Pledge Mailers*, and *Mahseer Tales*, this initiative has drawn the attention of thousands all over the world. The 'Act for Mahseer' Online Campaigns saw an engagement rate of 1.8% and over 5,800 social media impressions.

The second award was **bronze** in the **Multimedia CD ROM-based presentation category** for its **active citizenship module**. Club Enerji, is an energy and resource conservation club that focuses on bringing about a first-hand realization of the energy crisis and scarcity of natural resources in the country. Through the company's communication strategies, this initiative has reached more than 3.5 million people, parents, students, and teachers. The Club Enerji module, which is uploaded on the Tata Power website, gets more than 9000 views each month. In addition to this, the module has been showcased across 250 schools in Mumbai, Delhi, Pune, Kolkata, Ahmedabad, and Bangalore.

ABCI promotes business communications and public relations professions in three core areas, namely advancing the profession, strengthening the society, and establishing global leadership.

**Mr. Praveer Sinha, CEO and MD, Tata Power**, said, *“We are honored to be recognized for our efforts of creating awareness towards two causes that are very important to us. The ‘Act for Mahseer’ is our flagship biodiversity campaign, and for over four decades. Energy conservation is another key focus area. Through Club Enerji, we train young minds for effective utilisation of resources, thus saving energy and the environment. We thank the jury members for recognizing the hard work put in across various domains by the Tata Power team members”.*

Last year, Tata Power had won three awards for its excellence in environmental communications, multimedia CD-ROM based presentations and the overall corporate website.



**About Tata Power:**

Tata Power is India's largest integrated power company and, together with its subsidiaries & jointly controlled entities, has an installed capacity of 10857 MW. A pioneer in the field, it has a presence across the entire power value chain: Generation of renewable as well as conventional power including hydro and thermal energy; transmission & distribution, trading and coal & freight logistics. With renewable energy assets in solar and wind accounting for 22% of the company's portfolio, Tata Power is a leader in clean energy generation. In line with the company's view on sustainable and clean energy development, Tata Power is steering the transformation of utilities to integrated solutions by looking at new business growth in EV charging & storage, distributed generation & rooftops, microgrids and home automation & smart meters.

It has successful public-private partnerships in generation, transmission & distribution in India namely: 'Tata Power Delhi Distribution Ltd.' with Delhi Vidyut Board for distribution in North Delhi; 'Tata Power Ajmer Distribution Ltd.' with Ajmer Vidyut Vitran Nigam Ltd. for distribution in Ajmer; 'Powerlinks Transmission Ltd.' with Power Grid Corporation of India Ltd. for evacuation of Power from Tala hydro plant in Bhutan to Delhi; '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.

With growing international focus, Tata Power's global presence includes strategic investments in Indonesia through a 30% stake in the coal company PT Kaltim Prima Coal (KPC); 26% stake in mines at PT Baramulti Suksessarana Tbk (BSSR); in Singapore through Trust Energy Resources; in South Africa through a joint venture called 'Cennergi' to develop projects in sub-Sahara Africa; in Zambia through a 50:50 joint venture with ZESCO for 120 MW Hydro project; in Georgia through AGL which is a joint venture with Clean Energy, Norway & IFC for development of 187 MW hydro project; in Bhutan through a hydro project in partnership with The Royal Government of Bhutan.

With its 103 years track record of technology leadership, project execution excellence, world-class safety processes, customer care and driving green initiatives, Tata Power is poised for multi-fold growth and committed to 'lighting up lives' for generations to come. Visit us at: [www.tatapower.com](http://www.tatapower.com)

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