



8th October 2015

BJ/SH-L2/ 85

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 rolls out LED tube light scheme in Mumbai

Tata Power has always been committed to the cause of energy conservation, and has been contributing extensively towards a brighter and greener tomorrow by undertaking several initiatives. In line with this philosophy, Tata Power has launched a LED tube light program for its residential consumers in Mumbai to encourage them to adopt energy efficiency lights, thereby, saving power. The program has been initiated in partnership with M/s Osram India Ltd., a German MNC and one of the two leading light manufacturers in the world.

The initiative is a part of the Demand Side Management programme to promote the use of highly efficient LED technology amongst households.

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

(H. M. Mistry)
Company Secretary

Encl.

TATA POWER

The Tata Power Company Limited

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Tata Power rolls out LED tube light scheme in Mumbai

Mumbai, October 8th, 2015: Tata Power, India's largest integrated power company, has always been committed to the cause of energy conservation, and has been contributing extensively towards a brighter and greener tomorrow by undertaking several initiatives. In line with this philosophy, Tata Power has launched a LED tube light program for its residential consumers in Mumbai to encourage them to adopt energy efficiency lights, thereby, saving power. The program has been initiated by Tata Power in partnership with M/s Osram India Ltd., a German MNC and one of the two leading light manufacturers in the world.

The initiative is a part of the Demand Side Management programme to promote the use of highly efficient LED technology amongst households. Tube lights are widely used in houses. A standard 40 Watt tube light can be replaced by 22 watt LED fitting which will give better lumen output and have much longer life. 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 would be home delivered to the consumers who sign up for the scheme, and they would also get an exclusive three year warrantee on the LED tubes. To avail to the scheme, consumers can register themselves online on the Tata Power website or at 24X7 call center.

Speaking on the initiative, **Mr. Ashok Sethi, COO and Executive Director, Tata Power, said,** *"We have launched this program after receiving an overwhelming response from the consumers on our LED bulbs scheme. The importance of energy management and conservation is increasing with each passing day and it is here that LED scheme can play a very important role. Such initiatives reaffirm our commitment towards energy efficiency and demand side management, both of which are integral to Tata Power's commitment to 'Sustainability'."*

LED lighting is, by far, the most energy efficient and most eco-friendly option. They have a long life-span, and save enormous electricity, thereby, ensuring a smaller bill. LED lights are also free of toxic chemicals.

for immediate use

PRESS RELEASE**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 'Cennerg' 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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