



26th October 2015
BJ/SH-L2/93

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's Club Enerji conducts 400+ awareness & sensitization activities;
saves 14.24 MUs of energy nationally**

Tata Power's nationwide resource and energy conservation movement Club Enerji, has been relentlessly spreading awareness about resource conservation across the country, through its theme of national building. In line with this, the Club Enerji movement has successfully achieved a significant milestone of conducting 423 awareness activities with the children across Mumbai, Delhi, Ahmedabad, Kolkata, Pune, Bangalore, Lonavala, Maithon, Belgaum, Jamshedpur and Ranchi.

Inspiring children to be responsible citizens of tomorrow, the Club Enerji movement has sensitised 9.3 million citizens across the country and saved 14.2 MUs of energy. Through various programme, Tata Power educated its stakeholders on different environmental hazards and have introduced a new module on waste management. Club Enerji has also formed a new advisory panel, which will focus not only on conserving energy and natural resources (like fossil fuel-coal, oil, gas, water, managing waste, afforestation) but also imbibe civic and moral values among children. In total Tata Power has conducted 71 Rallies, 12 street plays, 13 society & Festival sensitization, 3 cleanliness drives, tree plantation drives and 306 posters competition.

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

Registered Office Bombay House 24 Homi Mody Street Mumbai 400 001

Tel 91 22 6665 8282 Fax 91 22 6665 8801

Website : www.tatapower.com Email : tatapower@tatapower.com CIN : L28920MH1919PLC000567

Tata Power's Club Enerji conducts 400+ awareness & sensitization activities; saves 14.24 MUs of energy nationally

Inspires children to become Responsible Citizens with commitment to nation building

National, October 26th, 2015: Tata Power's nationwide resource and energy conservation movement Club Enerji, has been relentlessly spreading awareness about resource conservation across the country, through its theme of national building. In line with this, the Club Enerji movement has successfully achieved a significant milestone of conducting 423 awareness activities with the children across Mumbai, Delhi, Ahmedabad, Kolkata, Pune, Bangalore, Lonavala, Maithon, Belgaum, Jamshedpur and Ranchi.

Inspiring children to be responsible citizens of tomorrow, the Club Enerji movement has sensitised 9.3 million citizens across the country and saved 14.2 MUs of energy. Through various programme, Tata Power educated its stakeholders on different environmental hazards and have introduced a new module on waste management. Club Enerji has also formed a new advisory panel, which will focus not only on conserving energy and natural resources (like fossil fuel-coal, oil, gas, water, managing waste, afforestation) but also imbibe civic and moral values among children. In total Tata Power has conducted 71 Rallies, 12 street plays, 13 society & Festival sensitization, 3 cleanliness drives, tree plantation drives and 306 posters competition.

Reinforcing Club Enerji's commitment towards nation building, new activities have been conducted which include case studies of school activities being shared on website and promoted on social media; activities are being conducted in schools and by students on sensitization in their societies, neighbourhood about how to become responsible citizens and build a better nation; sensitisation of children towards conservation of Biodiversity through Act for Mahseer which included recent visit to Mahseer Conservation hatchery. More visits are being organised in the coming months and volunteers are being identified from schools to promote the message of Mahseer conservation.

Speaking on the initiative, Mr. Anil Sardana, CEO & Managing Director, Tata Power, said, *"We at Tata Power are delighted and proud to achieve this significant milestone with our focused approach of spreading the message of energy conservation, inculcating the moral and civic values amongst the children who will form the future of this country. We are thankful to all our stakeholders for supporting us in our efforts to save our planet. We are determined to continue with our programme and sensitise the citizens of tomorrow about the dire need of resource conservation along with moral & civic values. This year Tata Power has rolled out 'Waste Management Module' to sensitise the country about the advantages of waste management and methods of generating power using waste. At Tata Power, we are committed to lighting up lives for the years to come."*

Club Enerji banks on the youth of the nation and has played a vital role in communicating efficient usage of energy. The club has essentially worked towards curbing energy wastage, thereby mitigating emission of greenhouse gases that lead to global warming and climate change. Today, Club Enerji has become a holistic movement to save energy and natural resources. Club Enerji also encourages students to form their own mini clubs in their schools and societies to reach out to more

citizens. Club Enerji has become a holistic movement and has reached out to over 480 schools in India with a total of 1,59,103 energy champions, and 2,04,719 energy ambassadors.

Enthusiastic mini clubs across the country regularly undertakes rallies, street plays, cyclothons, exhibitions and batti bandhs to sensitise as many people as possible on energy conservation. The schools have taken up the onus of administering the modules of 'Energy Puzzle' electricity, which is solved only by saving electricity, fuel, water, waste and forests. The Club has also rolled out a Civic & Moral Values module to build a generation with strong values and a greater sense of responsibility.

The Club Enerji initiative has been contributing extensively towards a brighter and greener tomorrow by undertaking several successful initiatives. The savings of 14.2 MUs of electricity is equivalent to saving 14,200 tonnes of CO2 and is enough to light up over 6,943 houses for a year. Tata Power's Club Enerji has won numerous accolades and has been recognised as a best practice in forums like Learning Mission by the Tata group. A case study has also been done by IIM Ahmedabad on the programme. Further, it has also won the gold at the ABCI awards in the category 'best communication material' and bronze for its resource conservation module; Asia Pacific Enterprise Leadership Awards (APELA), Singapore, has conferred 'APELA 2012' - Eco Advocate Award' to Club Enerji.

About Tata Power Club Enerji:

Tata Power started its school outreach programme, "Tata Power Energy Club" in 2007. In 2009, Club Enerji took its next big leap, with the programme turning into a national movement, covering more than 450 schools across Mumbai, Delhi, Pune, Ahmedabad, Bengaluru, Kolkata, Belgaum, Jamshedpur and Lonavla and further attained a new milestone of achieving over one million citizens sensitisation and more than one million units energy savings. School children, from Class III to Class IX, are taught the importance of conserving energy through innovative modules which include audio-visuals and power point presentations. Children are imparted energy saving and resource conservation tips during these sessions, usage of which have shown dramatic savings. Club Enerji reached out to more than 7 million, collectively saved 11.2 million units of electricity and is present in 11 cities across 450 schools in India.

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 in India 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 Tata 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

for immediate use

PRESS RELEASE



CELEBRATING 100 YEARS OF INVISIBLE GOODNESS

For further information, please contact:

Shalini Singh
Head - Corporate Communications
The Tata Power Company Limited
Email: shalinis@tatapower.com

Sneha Dev / Aneesha Singh
Rediffusion / Edelman
9958000706/ 7506730635
Email: sneha.dev@edelman.com/
aneesha.singh@edelman.com