

Issue 1, October 2014

Dear Valued Member of our Family & Esteemed Consumers,

Warm greetings from Tata Power! We take this opportunity to thank you for all the support lent by you over the past several years. The recent grant of Distribution License to Tata Power for Mumbai City is a testimony to the faith and trust that you have reposed in us. Tata Power has serviced this city and its wonderful residents for last 100 years, with reliable, un-interrupted power supply.

With the License to serve Mumbai consumers for the next 25 years, we are committed to continuing our competitive and reliable power supply services to all our Consumers. We look forward to reaching out to Consumers through our modern Network, which we are in the process of expanding and which will also be our promise of Best in Class customer service.

Please accept our heartfelt gratitude for all your support and co-operation in achieving this success and being with us through various challenging times. Your enduring gesture and homeliness shall always be close to our hearts! We look forward for your continued support in future also.

Thanking you and assuring you of our best attention at all times!

NEW BILL COLLECTION CENTRE IN MALAD EAST

Tata Power, India's largest integrated power utility, has always treated consumer-convenience as a top priority, and has strived to provide best in class services to its consumers. In line with this commitment, the Company launched its 29th Customer Centre in Malad East at Shop No.1, Sheetal Darshan, Shivaji Chowk, Daftary Road, to provide its consumers with a convenient over-the-counter bill payment option. Time and again, the Company has reiterated its commitment towards consumer-satisfaction by empowering its Mumbai consumers with choice, like its 'Right to Choose' option, and by providing them with the best in class service, like 24x7 electricity supply. While Tata Power has many other offline payment options like Customer Relation Centres, Dropboxes, ICICI Bank Branches, Suvidhaa and Itz Cash World outlets, the objective behind opening this centre in Malad is to provide the local consumers with a neighborhood Tata Power convenient cash and cheque payment centre.

LIGHTING UP LIVES



Tata Power has always endeavored to provide reliable and affordable power supply to the city of Mumbai. In line with this commitment, the Company has successfully expanded its distribution network and developed infrastructure to provide power supply to more than 5,000 consumers in Ambojwadi, Malad.

Ambojwadi is located in the western suburbs of Mumbai, very close to the Malwani area in Malad (West) and came into existence post 2006. The region is predominantly a slum area located over a span of land and is inhabited mostly by workers that include construction labours, hawkers, domestic workers etc. Since its inception the area was devoid of electricity supply primarily due to the unavailability of free land for installation of Sub Station.

However Tata Power was committed to lighting up the lives of the inhabitants of Ambujwadi against all odds and our efforts commenced in May'13 when we initiated the location survey and feasibility assessment. Considering the local constraints it was decided to tap the 11KV overhead lines passing along the fringes of this sprawling land mass and accordingly suitable plots were identified for the installation of the Tapping Structure and Package Sub Station (PSS). Necessary applications were immediately prepared and submitted to the Collector, Mumbai Suburban District for the land allotment. Our efforts were well appreciated by the local MLA who extended full support to our effort of getting the plots allotted to Tata Power at the earliest.

The company held several rounds of meetings with the Collector, the Hon'ble Revenue Minister and various Revenue and Forest Dept. officials and finally land was allotted to Tata Power with the company taking physical possession of the plots in end of December 2013. All through these difficult times, local public and their representatives stood by us and welcomed Tata Power team with open arms. Our teams worked tirelessly to set up the PSS/ tapping structure & HT/LT cabling work. Subsequently, inauguration of the Release of Power Supply was conducted at the hands of Hon. Member of Parliament, and the MLA on 8th Jan-2014, where the MP released first 13 new power supply connections. Until that day the residents of Ambojwadi did not have access to electricity which is one of the basic amenities for survival. However, efforts taken by Tata Power have changed the scenario in Ambojwadi.

Tata Power has also rolled out various services at the door steps of the consumers in Ambojwadi. For the convenience of the consumers, the Company has organised mobile cash collection van for the bill payment. Tata Power representatives also provided guidance and application collection drive for the consumers at Ambojwadi.

To increase safety awareness amongst the residents, Tata Power organised a special skit which emphasised on various safety and precautionary measures while using electrical appliance. More than 200 Ambojwadi residents participated in the Safety Day celebration

Under its 'VIDYA' initiative, Tata Power in partnership with NIIT Foundation at St. Mathew's High School, Malavani, Malad West has also launched "Computer Aided Learning" to promote Education, Health and Employability skills for the underprivileged school children. Tata Power also launched "Sports for Development" program with the objective of developing socio emotional skills of the child using sports as a development tool.

SERVING WITH ALL OUR HEART

Tata Power has also reached out to the slums located at the southernmost geographical front of Mumbai. The area pre-dominantly inhabited by the opulence also has a neighborhood of paucities like Garib Janta Nagar, Mahatma Phule Nagar & Machchimar Nagar at Backbay Reclamation. Tata Power reached out to the 1st set of 28 slum households in Garib Janta Nagar which were devoid of electricity ever since its inception and provisioned power supply thereby lighting up lives of the poor and common man of the city.



Tata Power is proactively working for the inclusive growth of the community residing in slums in its licensed area. Tata Power has achieved another momentous milestone just like Ambujwadi by provisioning power supply to the residents of Bhablica Bhat tribal area; another slum area located just 4 kms from the Western Express Highway but was devoid of electricity since a decade. Tata Power designed and executed the entire system for extending Power Supply in just a few days for these residents who lived in darkness for over a decade and earn their livelihood from the nearby forest.

As the slum was located on an elevated location, the pressure of water supplied by Municipal Corporation was not sufficient for the people and they used the wells located a mile away. The residents were living in dark and under constant fear of wild animals.



Tata Power has the cheapest tariff in the low end consumers segment and has laid its network for the following areas: Pendkar Pada, Veer Sambhaji Nagar, Subhash Nagar, Roma Banjara, Bhablicha Bhat, Ambojwadi, Oswal Nagar, MHADA Slums in Malad, Chilkur Balaji etc.

Tata Power has been consistently developing its network to support the growing consumer base on its own network. Despite facing various challenges in laying its network, the Company successfully added 543 Kms Low Tension, and 375 Kms of High Tension network in Mumbai from April 2013 till Oct 31, 2014. During this period, Tata Power invested Rs.532 Crores and has invested more than Rs.1100 crores in distribution infrastructure in the last five years.

INDIA'S 1ST 'THERMAL ENERGY STORAGE' INCENTIVE PROGRAMME

Tata Power has always been at the forefront of propagating energy efficiency and conservation in the country. Tata Power has been regularly undertaking pioneering steps to meet the ever-growing power needs of Mumbai and facilitating the city to retain its premium status of being commercial capital of the country. In line with this commitment, the Company has launched India's first 'Thermal Energy Storage Incentive Programme' based on 'Thermal Energy Storage Technology' under Demand Side Management (DSM) Initiative'. Under its "My Mumbai Green Mumbai" programme Tata Power has launched Refrigerator exchange programme and re-opened AC programme to allow consumers to exchange their inefficient electrical appliances for energy efficient appliances.

In the first phase of this initiative, Tata Power has enrolled a Thermal Storage capacity of over 15,000 TRH which has achieved load shift of more than 3.6 Million units of energy from peak to off peak hours. Through the 'Thermal Energy Storage Incentive Programme' Tata Power promotes energy efficiency by shifting load from peak hours to off-peak hours by using practical, financially viable and proven technologies. With the use of 'Thermal Energy Storage Technology' the central AC plants run in the night and converts water in the form of ice. During day-time, the AC plants are switched off and building is cooled by the energy stored in the form ice. Thus, air-conditioning is provided during the day-time without actually running the large AC plants.

Tata Power consumers participating in the programme have effectively installed this technology at their premises and have optimized their electricity bills on account of reduced Demand Charges, judicious use of Time-of-Day (ToD) tariff and improvement in load factor without any compromise on the comfort of air conditioning. Tata Power provides online metering system for the consumer's chiller plants and precisely measures the load shift achieved by the consumer using Thermal Storage Technology.

Under its "My Mumbai Green Mumbai" programme Tata Power encourages consumers to be energy conscious and allows them to exchange their inefficient electrical appliances with energy efficient appliances. After successful implementation of ceiling fan exchange program, Tata Power has now opened AC and Refrigerator programs. Consumers can avail a brand new energy efficient refrigerator and split air-conditioner at a discounted price ranging up to 40% on MRP in exchange of their old product. Interested consumers can place their request online to get the refrigerator and AC exchanges at their doorstep. The offer is available for both single and double door refrigerators. Also for 5 star energy efficient split AC, various models of 1 Ton and 1.5 Ton are available. The old inefficient appliances removed from consumer's premises, will not be resold but will be scrapped in an environment friendly manner. Tata Power has been proactively supporting its consumers in Mumbai to take these important steps towards energy efficiency.

TECHNOLOGICAL INNOVATION

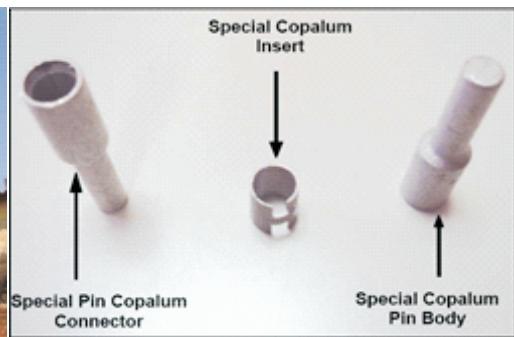
Tata Power is a pioneer in the application of innovation and technology in its day to day business and such expertise helps in overcoming various constraints as well as benefit its consumers at large.

Mumbai with its typical demographic spread poses challenges of installing substations in public areas. With little or no open space available for establishing such substations, it was imperative for Tata Power to look for technological interventions that could overcome the space constraints and at the same time be a safe installation. Continuing on this philosophy, the Company introduced initiatives like:- High Voltage Distribution System, E House and Underground Feeder Pillar to reduce space constraint, ensure timely installation and enhance safety of its distribution network in Mumbai.

The High Voltage Distribution System (HVDS) deploys pole mounted transformers with associated Low Voltage (LV) Distribution. The LV coaxial service cables and the LV connector system are provided with plug-in type design thereby reducing technical losses and enhanced safety features coupled with higher reliability. These technological introductions for HV/LV distribution system are essentially tool free and eliminates the risk of errors in the field.

The E House (Electrical House) helps to reduce space and installation time for 33 /11 kV Grid Substations. E House is a prefabricated enclosure housing the 33kV/11 kV switchgear with associated auxiliaries installed, tested and ready to be commissioned once delivered to site.

The installation of Underground Feeder Pillar (Link Box) along with a new generation compact & fully insulated service pillar into the LV distribution network, will help to enhance safety and cut down the electrical losses, eliminate the menace of power theft and pilferages in congested areas where space is a constraint.



HVDS Installation, Coaxial Cable and Special Connectors for Pole mounted transformers



Underground feeder pillar

E House

FIRST GREEN TRANSFORMER BY ABB INDIA COMMISSIONED BY TATA POWER

For over a century, power transformers around the world have been insulated with cellulose paper based products and mineral oil. These are low cost, easily available and exhibit excellent dielectric properties. But with increasing demand and space constraints, properties like poor fire resistance and slow biodegradability of mineral oil make these transformers less safe for use. A working alternative in the last decade has been vegetable oil based natural esters due to its superior biodegradable properties and higher fire point.

Natural esters are produced from vegetable oils, which are manufactured from renewable (sustainable) plant crops. Although natural ester fluids can be produced from a wide variety of crop oils, natural esters for electrical applications are most commonly produced from soya, rapeseed and sunflower oil. In a bid to improve infrastructure for the populous city of Mumbai, Tata Power was looking for an alternative to the transformers filled with mineral oil, for safe use in residential areas. Based on prior manufacturing experience and ABB's global technological resources, Tata Power picked ABB India to develop and deliver the green ester-filled distribution transformer. This formed a part of a compact substation that was commissioned by ABB India. The success of the project was a result of combined efforts of the sales and technology teams at ABB India. In close coordination with Tata Power and using its global expertise, ABB India developed the 990 kVA 11/0.433 kV ester filled green distribution transformer, which was manufactured at the newly inaugurated oil-filled and dry type distribution transformer factory at Savli, near Vadodara.

DSM PROGRAMME GETS 'INNOVATIVE ENERGY SAVING SERVICE' AWARD

Tata Power has always endeavored to conserve the natural resource and undertakes sustainable initiative across all its business verticals. In recognition of this commitment, the Company's Demand Side Management (DSM) Programme in Mumbai, has been awarded with the 'Innovative Energy Saving Service' at the 15th National Award for Excellence in Energy Management 2014. Mr. K. Pradeep Chandra, Special Chief Secretary to Government of Telangana and Commissioner for Industrial Promotion, Industries and Commerce Department, presented the award to Tata Power.

The Confederation of Indian Industry (CII) had set up National Award for Excellence in Energy Management with the objective of recognising 'excellence' in energy management and provide platform for organisations that have made significant contribution in energy efficiency to showcase their achievement.

MAKE YOUR FESTIVE SEASON, A SAFE ONE

Follow these few Friendly Tips :



Don't drink and drive: Alcohol makes you less alert and reduces your ability to drive safely. Hire a cab or a designated driver.

Slow down: Don't speed & avoid accidents.



Wear your seat belt: Seat belts can reduce the risk of injuries by 50 percent. They save lives.



Watch for emergency vehicles: Pull off to the side of the road to allow ambulance, fire engine and police vehicle to pass.



Obey traffic rules: Be a responsible citizen.



Carry an Emergency Kit: Include items that would come in handy in case of any incidental emergency.



Pull off the road if you feel tired or drowsy : Alert drivers make for safer roads. Stop and take a break to refresh.