

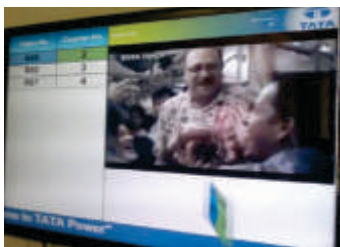
Dear Customer,

We are well into 2012 and with spring in the air, summer cannot be far behind. At Tata Power our warmth and concern for you is for all seasons. As we endeavour to light up lives and keep our sea of smiles growing we have launched further initiatives and conveniences which are detailed in this newsletter.

As being part of each other's lives, we are sure you would like to assist us in serving you better and therefore request a few moments of your time to respond to the feedback section.

While we enjoy the wonderful gift of sunshine and balmy weather there are great ways of making use of this resource as well as keeping cool naturally. We hope you will join our league in conserving energy and preserving our planet.

SERVICE SANS STRIFE



In an ever-changing customer landscape, we have taken a leap in fulfilling the promise of 'Service without the Wait' while looking at providing fast and flawless high volume transactions. We are known for setting up the highest

benchmarks in terms of customer service, to drive up operational efficiency, thereby taking our business to a new level of competitive advantage. Our Queue Management System is a complete branch analytics system that not only manages customer queues in real-time inside our centres, but also provides

the management real-time access to performance metrics like customer wait time, average service time and employee efficiency. It helps our customers with a convenient method to avail of our services with lesser wait time by dynamically regulating queues while giving us a 360-degree view of customers and service offerings. It is a step towards better understanding and managing our customers thereby enabling us to streamline customer interaction across our centres, efficiently manage queues in front of service counters, single as well as multiple window queues with single or multiple services.

At present our Queue Management System is functional at our customer centres at Borivli (E), Andheri (E), Goregaon (W) and Vile Parle (E).

SERVING UP MORE

Catering to the need of our consumers, we reached out to them in Bandra and Lokhandwala Complex, inaugurating Customer Relation Centres in these locations on 31st January, 2012 and 1st February 2012, respectively. The former being near Bandra Talkies and the other next to Kokilaben Ambani Hospital, these centres facilitate prompt and easy payments of the electricity bill and also meet the requirements of those wanting to make a changeover to

Tata Power as their preferred power supplier.




And so we continue our "smile value" as our consumers beam with satisfaction and their expectations rise in us to light up their lives.



OVER AND OUT OF THE WAY!

Our customers now have the advantage of an **Advance Bill Payment Scheme**. This comes as a relief especially for frequent travelers, those staying abroad or persons going on a long holiday. The minimum amount of advance accepted is Rs.3000/- or the total amount of the last three month's bills, whichever is higher. One is permitted to pay the advance through cheque or DD / PO

only. The information about a customer's advance payment will be reflected in the following month's bill. Any outstanding balance will be cleared on discount date and we shall be pay interest at the prevailing bank rate of RBI. Interest will be calculated on reducing balance method and paid for the period on 31st March every year.



Have you availed of our "Advance Bill Payment Scheme" that earns you interest?

Walk-in to the nearest Tata Power Customer Relations Centre for more details.
Our 24x7 Toll Free No.: 1-800-209-5161

* Terms & Conditions apply.

Lighting up Lives!

FINGER CLICKIN' GOOD!



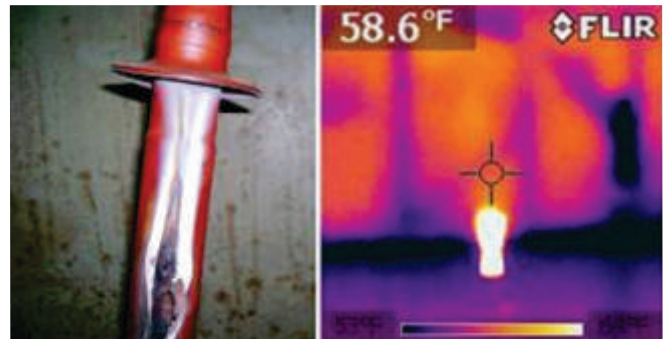
We are firm believers in process automation. We also value our customers' time. Couple these two and we come up with service at the push of a button! Our customers can head to our self-service

kiosks with their consumer number and avail of a world of facilities within minutes. These kiosks can be used by the customer to perform an online payment and deposit cash or cheque. The locations of these kiosks have been strategically installed in high footfall areas. Integration of technology allows the kiosks to perform a wide range of functions. They help in extended service availability, reduce customer wait time, eliminate line ups, shorten transaction time, expand service capacity with multiple kiosks and create new service channel and offerings with increased efficiency and productivity. These kiosks are located at Andheri, Borivli, Matunga, Kandivali, Kurla, Powai and Malad.



THERMOSCAN TECHNOLOGY

We have once again pioneered in our concern for quality power to our consumers. Our Distribution Division – Cable Department has introduced the use of an advanced handheld thermo-scan instrument for the first time in the industry. This technology is being used for predictive and preventive maintenance of cables. These online thermo-scanning radars use infrared thermographs to detect any abnormality or hot spots in cable termination. They sense any abnormal heat level at an early stage to confirm an internal problem which is promptly addressed before any occurrence of a breakdown. This is our continued effort in customer satisfaction led by improved cable availability and reduction in equipment failures.



CURRENTLY COMPREHENSIVE!

We have introduced a new bill format from March 2012 which has been developed after months of detailed research and consumer feedback. The bill has the following features:

- User friendly design with key multilingual terms.
- Consumption Graph which reflects the consumption trend month on month over the last 12 months.
- Location-mapped dynamic bill payment options.
- Increased advertisement space.
- Increased character support in the Message to the Consumer section.
- Next Tentative Meter Reading Date.



BETTER SAFE THAN SORRY

SAFETY INSPECTIONS

So that safety culture is ingrained in all of our commercial, industrial and residential customers, we have begun safety inspections of these premises. Divisional Engineers visit our customers' premises to identify electrical hazards in common areas and meter rooms. These observations on protective devices such as Earth

Loading Circuit Breakers (ELCBs), unsafe installations, potential electrical fire hazards are then communicated to the customers for compliance with our recommendations. Under this initiative we have carried out 358 safety inspections at 74 customer sites.

SAFETY TRAINING

To spread electrical safety awareness for residential customers, we have arranged safety training programs at residential complexes. We endeavour to educate our customers on basic electrical safety, causes of electrical accidents at home and preventive measures to avoid them. We have developed in-house two simulator kits to demonstrate the use of ELCB and the effect of overloading.



Overloading a Simulator Kit and a CPR Demo at the Training Programme at Kalpataru

COMMENDING COMMITMENT TO ENERGY CONSERVATION

Tata Power strongly advocates the conservation of energy and rewards its customers for their efforts in this direction. At our Customer Meets, we share Industry's best practices by our customers to benefit others and follow these practices. The Energy Conservation Awards for LT and HT segment of our Commercial and Industrial customers, for implementing sustainable energy conservation practices in their respective organizations, were won as under:

Commercial customers

HT Category - Solitaire Corporate Park and Meluha the Fern

LT Category - Loop Mobile and Hotel Rodas

Industrial customers

HT Category - Mahindra & Mahindra, Ordnance Factory and TATA Communications

LT Category - J.P.Morgan and Geometric Software



LT Category - Hotel Rodas



LT Category - Loop Mobile



LT Category - J.P.Morgan



HT Category - Mahindra & Mahindra



HT Category - Meluha the Fern



HT Category - Solitaire Corporate Park



HT Category - Ordnance Factory



HT Category - TATA Communications

FANNING OUT FOR FAVOURABLE EXCHANGE!

After a successful pilot run under the 'My Mumbai Green Mumbai' program, Tata Power has once again launched a ceiling fan replacement program for its residential consumers. This initiative helps residential customers by giving them an opportunity to exchange their inefficient electrical appliances for energy efficient appliances.

The old ceiling fans consume more than 75 watts of energy. The new 5 star ceiling fans being promoted under this program are much more efficient and consume only 50 watts, thus leading to 30% saving simply by replacing the old fans. Taking this concept further, Tata Power has tied up with Havells and rolled out an interesting replacement program for customers. These energy efficient appliances are expected to help residential consumers

save their energy cost by 30% without compromising on their comfort and convenience.

Further, a Tata Power customer can replace their old fan by Havells 5 Star fan at 50% cost. The replacement will be carried out by Havells at customer's residence. The customer shall get a brand new energy efficient Havells fan along with installation, taxes and duties only at 50% of MRP. Tata Power is providing a special rebate of more than 600 rupees per fan to make this offer more attractive to the consumer. Havells has offered a special 3 years warranty for the fans sold under this scheme. A standard and a decorative model are being offered under this programme. Moreover, the old fan surrendered by the customer will be scrapped in eco-friendly manner.

APPLAUSE! APPLAUSE!



Tata Power was recently honoured with three bronze awards by the Ministry of Power at the National Award Ceremony in New Delhi, for the year 2009-10 and 2010- 11, graced by Honourable Union Minister of Power Shri Sushil Kumar Shinde. These include:

- Performance of Distribution Company for the year 2010-11
- Performance of Thermal Power Stations for Trombay Combined Cycle GT Power Station (180 MW) for the year 2010-11
- Performance of Hydro award for the Bhira & Bhira PSS (300 MW) station for the year 2009-10.

In recognition of its commitment to continuously improve quality the LABORATORY QUALITY SERVICES INTERNATIONAL (LQSi) SOUTH HOLLAND" has issued a "QUALITY AWARD 2011" to the Tata Power Trombay Laboratory.

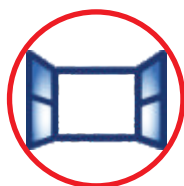
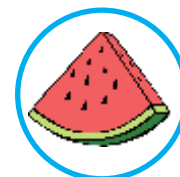
Throughout the year 2011, Trombay Chemical Laboratory has successfully participated (Once in every quarter) in the "COAL INTERNATIONAL PROFICIENCY TEST PROGRAMS", conducted by LQSi and thereby proven its analytical excellence in coal testing. The laboratory has successfully established its competency in the field given in the scope of accreditation.

SOMETHING SPECIAL ABOUT SUMMER!



Besides, drinking plenty of water, drink a lot of fluids to avoid dehydration. The ever-popular nimbu-pani or lemonade is an excellent drink to feel refreshed. If you are cautious of drinking lemonade, then the natural thirst-quencher is tender coconut water. Tender coconut water contains sugar, fiber and proteins along with vitamins and minerals.

Eat a lot of salads and fresh fruits that naturally contain water, like water melon – in fact this fruit contains nearly 92% water and up to 14% of vitamin C. This will add to the moisture content that you will lose through sweating. Small amounts of vitamin B and potassium are also found in this fruit.



When you feel warm indoors, hang a wet sheet by a window, which is open. This way you will get cool air from the water as it evaporates and blows toward you from the open window.

CUSTOMER FEEDBACK

1. Have you been receiving our customer communiqué, SYNERGY regularly? The last issue was October, 2011. YES/NO
2. Do you think it gives you enough information about the Company and Customer Conveniences? YES/NO
3. How do you rate the quality of this news-letter? Excellent/Good /Satisfactory/ Unimpressive
4. Is there anything specific you would like included in this newsletter to make it more effective? Please specify.

Name:

Consumer No.:

Please mail your responses to The Tata Power Company, Distribution Customer Services, Dharavi Receiving Station, Next to Shalimar Industrial Estate, Matunga, Mumbai-400019 or e-mail to customercare@tatapower.com

