

Dear Valued Consumer,

Summer time is far from being a pleasant time if you are in the city. Blame the diminishing difference between the minimum and maximum temperatures for the rising discomfort index in the city. And, the high humidity level only adds to the citizens' uneasiness. Soaring temperatures may cause higher electricity bills as a result of increased electricity use in response to the extreme weather.

Households using electricity for general lighting & fan, consumes well within 300 units monthly but the same household using even a single AC and refrigerator consumes an additional 360 units on an average. A typical home consumes 40% more electricity overall on the hottest days, relative to an average summer day. The steady increase in home electricity usage as temperature goes up suggests that cooling appliances are the driving force of the upward trend.

Many of us have no idea what it's like to be thirsty. We have plenty of water to drink - even the water in our toilets is clean! But many people around the world don't have that luxury. The true light radiates from within that is enlightened enough to care with the concern to conserve. We hope you will join our league in conserving and preserving our planet.

As being part of each other's lives, we have a series of initiatives and conveniences which are detailed herein.

BE GREEN

We have launched our 'Be Green' initiative under the aegis of Greenolution to unify all our consumers in the green movement. Through this initiative, we intend to motivate you to associate with and contribute to ensuring a greener and sustainable planet in a more integrated fashion. We have always set a standard in adopting sustainable practices in our business by using innovative technology, providing customers access to energy-efficient processes, increasing green generation capacity and partnering with institutions of scientific learning.

This initiative has been kick-started with a unique cause of 'Pledging support to Nepal', whereby we are motivating you to opt for e-bills and the savings will be donated for the cause. We will donate 10 rupees per month on your behalf for every single consumer opting for e-bill. These 10 rupees on behalf of our consumers will be accumulated over a period of 6 months and would be donated to the larger cause of providing relief to the people of Nepal.

'Be Green', follows the mantra that green is the only way to evolve and has set new benchmarks by caring for the planet and its future.

The key programmes mentioned below will be run under 'Be Green' for all consumer campaigns and initiatives which follow a holistic approach towards energy and resource conservation:

- Energy Efficiency Programs (DSM Programmes): One of its kind programme which promotes the judicious, optimum and environmentally sound utilisation of energy
- Carbon Footprint Mapping: Calculation of the amount of carbon dioxide (greenhouse gas) that is emitted into the atmosphere as a result of someone's daily activities
- E-billing & other e-initiatives
- Promoting Electronic Payments like Electronic Clearance Service (ECS) etc.
- Sapling Distribution to consumers on World Environment Day
- Energy conservation and efficiency initiatives for consumers
- Energy Conservation Awards to consumers during Consumer Meets



ENERGY SAVING DURING SUMMERS IS EASY

Since weather can't be controlled, you can control how you use energy even during periods of extreme temperatures. Simple ways to reduce energy consumption are:

- **Use ACs at 26° C:** It is actually quite comfortable. For each degree that is set above 22°, 3 to 5 percent less energy is used. Cleaning AC filters at regular intervals and using tinted glass or solar films on windows help in saving as much as 40% energy.
- **In case of Refrigerators, avoid opening the door frequently and do not overload the refrigerator.** Cover liquids and wrap foods stored in the refrigerator as uncovered foods release moisture and make the compressor work harder.
- **Switch off from the Plug Point:** Electrical appliances also consume energy in the 'stand-by mode'. One should make it a practice to switch off ACs, TVs, Washing machines, Microwaves, Geysers and Mobile chargers from the plug point.
- We recommend the use of **BEE 5-Star rated appliances** for enjoying the same comfort levels with less energy usage.

Type of Appliance	Non Rated Appliance Consumption	BEE Rated New 5-Star Appliance Consumption	Approximate Savings associated with 5-star Appliances
Ceiling Fan	75 W	50 W	33%
Double-Door Refrigerator 300 Litres	800 kWh / Year	335 kWh / Year	>50%
1 Ton Split AC	1300 W	1004 W	25%

Through our various ongoing Appliance Exchange Offers, we help you to switch to 5-star rated energy efficient appliances and save on Electricity bill. These programs are available for ACs, Fans & Refrigerators. You can exchange your old energy guzzling appliances with a new 5-Star rated one at an attractive discount of 40 to 50% on MRP. We intend to soon introduce an LED Lamps program in the near future. The details & online registration for these 5-star rated energy efficient appliances program are available on www.tatapower.com under “Be Green” initiative or at the 24x7 Call Centre No.: **1-800-209-5161**.

SWELLING WITH 6 LAKH SMILES



We live by the vision of our founder every day since last 10 decades: To be able to provide cheap electricity which is a key factor for the progress of the nation. The biggest moment of success for us is not the business we have done but is the manner in which we have done it. We have significantly added 6 Lakh consumers from 25,000 in just 5 years and have continuously redefined consumer experience in the power utility domain.



Today, we are one of the fastest growing power utilities in the city of Mumbai, and consumers with a monthly consumption of up to 300 units account for almost 80 per cent. We have quickly adapted to the demands of the city at large and went through remarkable changes in various processes, consumer approaches, operations and maintenance of our assets, etc and fought it out with stiff competition, surging tariff because of higher costs of fuel and increasing customer expectations. We have been toiling & spreading our geographical presence to the last common man of the city of Mumbai.

It is the spectrum of an eventful, challenging, and exciting journey that drives us to many such commitments to serve the larger section of the society and be the choice of a common man. We express our sincere gratitude to our consumers who have trusted in us. We are extremely delighted at the meteoric rise of the family size.



CLOSER TO YOU - 34TH CUSTOMER CENTRE



We have launched our 34th Customer Centre for consumers residing in Andheri East & Jogeshwari East at Poonam Darshan Building, Mahakali Caves Road, Near JVLIR, Behind Poonam Nagar Bus Depot to provide you with a convenient over-the-counter bill payment option. Hon'ble Corporator - Shri Rajesh Sharma, graced the occasion by inaugurating the Centre. The bill collection centre has been strategically placed to cater consumers in both Andheri East & Jogeshwari East area.

By opening this 34th Customer Centre, we reiterate our commitment towards consumer convenience and by providing you with the best in class service. We also offers various other offline payment options like Cheque Dropboxes, ICICI Bank Branches, Suvidhaa and Itz Cash World outlets etc. The objective behind opening this centre is to provide the increasing local base of consumers with a neighborhood Tata Power convenient cash and cheque payment centre.

JUST CLICK - ONLINE APPLICATION FACILITY FOR POWER SUPPLY

We have been continuously embracing technology to improve consumer experience. In continuation of the same, we have launched the online application facility for power supply. The unique feature under this facility is that it enables an individual to apply for power supply at the convenience of his fingertips. One can directly fill in their relevant details and upload their self-attested supporting documents well within 10 minutes. Moreover, one can also track the status of their application through the company's website. The facility is integrated with the company's customer website: <https://cp.tatapower.com>

RELIABILITY THROUGH TECHNOLOGY

Tata Power has always remained committed to providing quality, uninterrupted power supply to its consumers while ensuring network expansion within the city by building its own network. We have been the lead adopter of technology in our day to day operations for the benefit of our consumers. In line with this, we have introduced the concept of “**Self-Healing Grid**” so as to automate the process of restoration of supply to keep the interruption if any to a bare minimum. The concept of Self-Healing Grid has been successfully implemented by us in our 11 kV Distribution Network in Kandivali. It is the 1st of its kind that has been implemented by us as a Distribution utility in the Country.

Self-Healing Grid (SHG) is a totally decentralized approach unlike the conventional centralized control approach adopted. In this SHG model, every substation has an intellectual and self-conclusion logic. In case of fault, every substation communicates with each other (peer to peer communication) and executes the best possible instruction for rapid fault isolation and restoration of supply in network. In case of power interruption, the average restoration time with the presence of SHG is less than a minute unlike the conventional restoration time which normally takes about 15 minutes.

Key Benefits of Self-Healing Grid (SHG):

- Fault clearance is typically less than a minute. It is extremely useful in case of essential services like Hospitals, Banks, Data Centres and Critical Business Units etc. wherein the security and power supply continuity is a concern.
- Reduction in Consumer Minutes Loss.
- No manual intervention in the entire process, thereby evading any errors and / or delays in the restoration of supply to the consumers.
- Reduction in emissions & Carbon Foot Print.



SAFETY FOR THE ENTIRE ECOSYSTEM

Tata Power has always dedicated itself to improving the lives of communities living in and around its areas of operations, and spread awareness on the importance of health and safety in workplace as well as in daily life. In line with this philosophy and commitment of ensuring healthy and safe life, we have undertaken numerous initiatives in Mumbai. Through these initiatives, we aim to achieve an ecosystem driven by the principle of world class safety standards and a healthy society.

Over the years, Tata Power has successfully conducted Jan Jagruti Abhiyaan, an awareness programme aimed at sensitising the hazards of carrying out unauthorised activities in the vicinity of high-tension lines. The Company has been regularly holding these awareness sessions through street plays, door to door visits, FM Radio messaging and screening short films on the hazards linked to unauthorised construction of structures, kite flying, TV cable stringing, linen drying, etc. In addition, safety awareness sessions for Cable operators aimed at educating the 'Cable Operator Community' on safe practices to mitigate the risk of injuries amongst technicians/operators working around high-voltage transmission lines are conducted regularly.

We have also indigenously developed a Turbo Bird Repelling System by innovatively using air ventilators on our Transmission Towers as a scare-crow. Moreover, we have been involved in introducing and carrying out Safety Inspections too. This initiative aims to impart knowledge about the risks involved while handling household electrical equipment and general safety precautions to prevent accidents. Throughout the year, we have inspected more than 600 residential societies, smaller commercial and industrial establishments and identified electrical hazards at the consumer's premises, common areas and meter rooms.

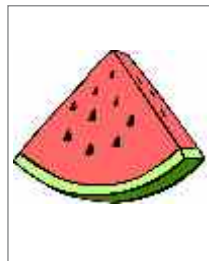
APPLAUSE! APPLAUSE!

National Award for Meritorious Performance: Tata Power has been rewarded with the National Award for Meritorious Performance, for the year 2013-14. Tata Power was presented the Silver Award for Mumbai Distribution for the third time in a row by Shri Piyush Goyal, Hon'ble Union Minister of State for Power, Coal & Renewable Energy. The award, instituted by the Ministry of Power (Government of India), for recognising meritorious performance in Power Sector was conferred in recognition of Tata Power's outstanding performance in power distribution, on 20th May 2015. Tata Power Mumbai Distribution celebrates the commitment and significant contributions by every individual in its enthusiastic team of young people who are working relentlessly towards excellence in customer service.

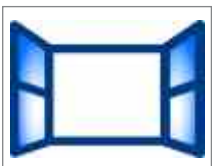
SOMETHING SPECIAL ABOUT SUMMER!



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.

