

Dear Valued Consumer,

The exquisiteness ushered in by the nature continues to delight us for the season of merriment. The Festive Season is in the groove and our habitats dwell in vibrant hues and to us at Tata Power it matters more, as we endeavor to Light up Lives. Styling our home for festivals doesn't always mean burning a hole in our pocket. The key is to go for a subtle decoration that can last and simply accentuate it with the right colors. Keep it simple and innovative to reduce your energy consumption. Make use of energy efficient lightings like LEDs, etc. The true light radiates from within that is enlightened enough to care with the concern to conserve.

Our consumer base is blessed to surge and we in turn endeavor every day to be your host of consumer conveniences and quality services. As an enterprise that emerged eons before the nation gained its independence, Tata Power has come a very long way and we are happy to know that consumers are autonomously clamoring for us to be the power supplier of their choice.

IMMEDIATE PAYMENT SERVICE (IMPS)

In yet another first and pioneering initiative by Tata Power, we have launched bill payment option through Immediate Payment Service (IMPS), an initiative through National Payments Corporation of India (NPCI) which is an umbrella organization for retail payments in India. Through this initiative, Tata Power will provide its consumers a convenient option to make bill payment anywhere, anytime 24*7.

Presently consumers can use the IMPS service through four platforms Mobile Phone (Application, SMS, USSD, WAP), ATM, Internet Banking & Phone Banking post a simple registration process through their banks. At present, 22 out of 56 participating banks of NPCI are enabled on merchant payment service.

The consumer will just need to visit their bank's IMPS Merchant Payment page / screen of Mobile application / ATM / Internet banking site or type a SMS in the prescribed syntax containing the following details. Tata Power's Mobile Number: 7208020225, Tata Power's MMID: 9036001, Amount: Rs. XX/- , Payment Reference: Consumer number - Bill number. Once the consumer validates this transaction with the MPIN, the bill amount will be paid to Tata Power within a span of 60-90 seconds.

It's our attempt at offering our consumers more delight, convenience and power to enjoy uninterrupted power supply by simple payment through SMS or by downloading Mobile Application on their mobile. IMPS, is India's first instant, real time, 24*7 fund transfer facility which will help our consumers to pay their bills within a span of few seconds available through an easy-to-use platform. Visit cp.tatapower.com

BILL PAYMENT FACILITY OVER THE COUNTER AT ICICI BANK

In our continued quest to provide convenience to our consumers, we have introduced **over the counter (OTC)** cash and cheque bill payment facility at ICICI Branches across the city. Reinforcing the tradition of customer care time and again, we have increased the band width of payment options by including ICICI Bank branches as an additional payment option over and above the existing online modes & offline payment modes like Suvidhaa, Itz Cash World outlets, etc.

Consumers having any query may call the Tata Power Call Centre on 1-800-209-5161 (24x7 Toll free) or **to locate** an ICICI Bank branch nearby or for a complete list, may use the offline payment options locator on our website: cp.tatapower.com

NEW CUSTOMER RELATION CENTRE IN GOREGAON (E) & TILAK NAGAR



Keeping with our values of '**Superior Customer Care**', new Customer Relation Centres were inaugurated in Goregaon East and Tilak Nagar. These centres cater to all customers for prompt and easy payments of electricity bills, and also facilitate those who wish to avail of services from Tata Power as their preferred power supplier.

KNOWLEDGE SHARING WITH CONSUMERS



Save Energy! Save Money! Save the Planet! These are strong words, but we at Tata Power stand behind them! An effective management of energy is based on three principles:

1. Changing the philosophy about energy usage within;
2. Initiating changes within and working environment; and
3. Promoting awareness for energy conservation success, system wide, through education.

We are committed to helping our consumers use less energy, save more money and improve the environment. Energy costs accounts for a major pie of a typical commercial building's total operating expenditures. Taking this offering and propagating it with Growel's 101 Mall in Kandivali East, we made efforts to reach out to the end user at the ground level - the workforce of stores present in the mall.

Conserving energy is a practice that must be uppermost in the minds of all staff and methods for conservation not only should be practiced, but must be re-evaluated from time to time to be sure the practice is in step with the demands as well as changes in technology that occur.

As public concern about ecosystems, changing habitats, pollution and land management continues to grow, Tata Power remains committed to addressing all of these with proactive and sustaining initiatives in the course of its business operations. It is an attempt to bring together, in a usable format, some of the wealth of practical suggestions and experience to be found in the energy field along with empowering knowledge on aspects like safety, thorough understanding of the energy bill, modes of payment and early payment benefits.

RELIABILITY THROUGH TECHNOLOGY

At Tata Power, we work relentlessly in our quest to ensure uninterrupted power supply to our invaluable consumers. Uninterrupted power supply is critical to the success of every economy and in today's world, energy is essential for everything we do, for our homes as well as our workplaces.

While we remain so dependent on power supply in our everyday lives, it is essential to improve the quality of our power equipments such as transformers, cables, etc to ensure our supply of power remains uninterrupted.

We ensure that our power equipments are reliable, have longer lifespan and require minimum maintenance, thus helping provide not only uninterrupted power, but also quality power. Each of these technological advancements have been adapted to identify abnormalities in the power equipments and helped take timely preventive actions and ensure uninterrupted power 24/7. The details of the technology interventions are as follows:

LIRA (Line Resonance Analysis) system provides real-time diagnosis and condition based monitoring of installed electric cables. It helps us monitor progressive degradation of the cable insulation due to harsh environment conditions (high temperature, humidity, radiation) and detect local degradation of the insulation material due to mechanical impacts or local abnormal environmental conditions.



New Cable Testing by LIRA



Feeder testing by LIRA

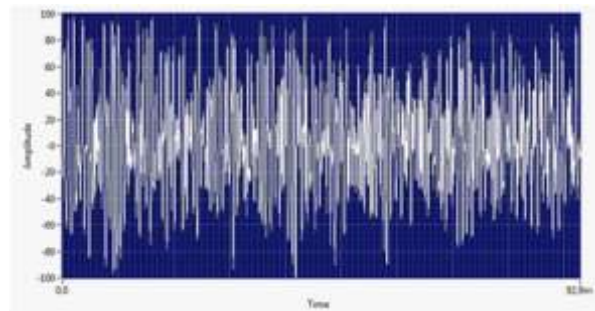


Thermo vision scanning cameras have been installed in order to detect high temperature components. The camera periodically detects hot spots on all substation equipment i.e. Cable terminations, LT panels, overhead lines etc. thereby identifying deterioration in time.

Ultrasonic Detectors: In HT metal clad switchgears & transformers, the HT cable termination box ionization inside the box comes to notice only after the sound is audible but with the use of ultra sonic detectors, we detect sounds which are in the inaudible range. Due to this, any ionization activity inside metal clad switchgear can be detected at an early stage without opening the compartment in live condition. This has helped us to take preventive action and avoid any possible flashover inside HT equipments.



Operator using Ultrasonic Detector



Ionization activity detected in RMU

Power Quality Monitoring enables us to analyze various electrical power quality parameters such as variation in voltages, current, frequency & harmonics. This also detects voltage sags, swells & flickers in the system. Apart from this we have procured some portable Power Quality Meters, which are installed for measuring any specific power quality issues in consumer premises. With this approach we are able to design and customize solutions to address specific power quality issues in consumer premises, protection schemes, installation of equipments and carry out network changes for minimizing effect of voltage fluctuations.



Fixed Type Power Quality Meter



Portable Type Power Quality Meter

Emergency mobile generators vans: We have introduced four 250 KVA mobile DG set vans to restore power supply during emergencies i.e. multiple cable faults, flooding, equipment failure, etc. and ensure uninterrupted power supply. These DG set vans are strategically located across Mumbai.



APPLAUSE! APPLAUSE!



Tata Power has won the prestigious Energize Award for the “Excellence in Power Distribution”. Mr. Ajoy Mehta, Chairman MSEDCL, presented the prestigious award to the jubilant Tata Power team in a function held at Hotel Leela in Mumbai.

Talwar Solutions Pvt. Ltd. (TSPL), in association with CNBC TV18, India's premier news and business channel organized Energize awards, instituted to recognize those organizations and individuals, who have made and are making a difference to India's energy sector.

The evaluation committee evaluated the applicants on their various contributions made by each applicant in adopting the ever best practices to minimize AT & C losses, Repairs & Maintenance of the distribution network and system, Customer Care initiatives and financial parameters.

Tata Power superseded all the applicants in all the parameters and was adjudged therefore the winner of the prestigious Energize Award for Excellence in Power Distribution.

Tata Power won the Gold and Silver awards at the 27th Chapter Convention on Quality Concepts and another Silver award on Quality Concepts (CCQC-2013) held by Quality Circle forum of India.

The holiday season is filled with happiness and celebration, but it can also be a time of danger for road users.

It seems everyone is in a hurry trying to wrap up their shopping and enjoy festive celebrations. But as you're dashing around town, it's important to keep road safety top of mind, as the streets are busier and drivers are distracted by their holiday to do lists.

People are urged to be more careful on the roads. Here are a few friendly tips to ensure your Festive season is a safe one:

- ❑ **Don't drink and drive:** Drunk driving is a major contributory factor to road crashes and road deaths. If you going to a party and plan to indulge in a drink or two and get merry, don't drive. Stay the night or plan a safe alternative to get home such as a cab or designated driver.
- ❑ **Slow down:** In the rush to get to a party or do shopping before the malls close, you may be tempted to speed and possible accidents are not likely on your holiday wish list.
- ❑ **Wear your seat belt:** Always buckle up. Wearing your seat belt can reduce your risk of dying in a crash by about half. Also, make sure young passengers are buckled into appropriate safety seats.
- ❑ **Watch for emergency vehicles:** In an emergency, every second counts. When you hear a siren, be sure to pull off to the side of the road to allow the ambulance, police car or fire truck to pass.
- ❑ **Obey traffic rules:** Always obey the rules of the road. They are there for a reason. Stay within the speed limits at all times.
- ❑ **Carry an Emergency Kit:** Always be prepared. The kit should include items that would come in handy if you are stranded on the side of the road or involved in a vehicle accident.

Pull off the Road if You Feel Tired: Please don't try to drive when your eyes are shutting; you could harm yourself or others if you fall asleep. Have turns driving if there is another licensed person in the vehicle. Stop regularly to take breaks.

REVISION IN TARIFF FOR CONSUMERS AVAILING SUPPLY ON R-INFRA WIRES W.E.F. 1st SEPTEMBER 2013

We value our long standing business relationship with you and wish to inform you that your tariff has been revised due to revision in various charges payable to R-Infra vide MERC's Multi Year Tariff (MYT) order dated 22/08/2013. Though this was shared vide various communications earlier, we once again would like to apprise you of the revised tariff w.e.f. 1st September 2013 as under:

Category	Various Charges Payable to R-infra									Overall Tariff for consumers on R-Infra wires		
	Wheeling Charges			Cross Subsidy Surcharge			Regulatory Asset Charges			FY 13	FY 14	% Increase
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LT Consumers												
LT I - Residential												
Below Poverty Line (BPL 0-30 Units)	0.88	1.22	39%	-	-	-	-	0.19	Newly Introduced	1.13	1.64	45%
0-100 units	0.88	1.22	39%	-	-	-	-	0.48		2.07	2.11	2%
101-300 units	0.88	1.22	39%	-	-	-	-	0.84		4.16	4.10	-1%
301-500 units	0.88	1.22	39%	-	1.46	Newly Introduced	-	1.12		6.91	8.73	26%
Above 500 Units (Balance Units)	0.88	1.22	39%	0.03	3.76	12433%	-	1.47		8.24	13.07	59%
LT II - LT Commercial												
> 0 - 20 kW (LT-II -a)	0.88	1.22	39%	-	1.30	Newly Introduced	-	1.05	Newly Introduced	6.69	9.30	39%
> 20kW and <= 50 kW (LT-II -b)	0.88	1.22	39%	0.84	3.89	363%	-	1.40		8.33	12.47	50%
> 50 kW (LT -II -c)	0.88	1.22	39%	1.9	4.27	125%	-	1.46		9.75	13.51	39%
LT III - LT Industries up to 20 kW Load	0.88	1.22	39%	-	1.25	Newly Introduced	-	1.12		7.05	8.82	25%
LT IV - LT Industries above 20 kW Load	0.88	1.22	39%	-	1.38	Newly Introduced	-	1.08		7.92	9.87	25%
LT V - Advertisement & Hoardings	0.88	1.22	39%	8.35	11.55	38%	-	2.38		28.49	33.41	17%
LT VI - Streetlights	0.88	1.22	39%	-	2.14	Newly Introduced	-	1.19		6.33	9.67	53%
LT VII - Temporary Supply												
(A) TSR - Temporary Supply Religious	0.88	1.22	39%	-	1.41	Newly Introduced	-	0.84	Newly Introduced	3.44	5.95	73%
(B) TSO - Temporary Supply Others	0.88	1.22	39%	5.51	10.01	82%	-	2.38		21.96	28.24	29%
LT VIII - Crematorium and Burial Grounds	0.88	1.22	39%	-	-	-	-	0.64		3.44	4.34	26%
LT IX – Public Services	0.88	1.22	39%	-	1.30	Newly Introduced	-	1.09		-	9.21	Newly Introduced
HT Consumers												
HT I- Industrial	0.46	0.63	37%	-	2.55	Newly Introduced	-	1.12	Newly Introduced	6.98	10.64	52%
HT II - Commercial	0.46	0.63	37%	0.26	3.69	1319%	-	1.27		7.51	12.22	63%
HT III - Group Housing Society	0.46	0.63	37%	-	0.33	Newly Introduced	-	0.84		5.78	7.24	25%
HT IV - Temporary Supply	0.46	0.63	37%	2.22	6.64	199%	-	1.78		14.57	20.33	40%
HT VI – Public Services	0.46	0.63	37%	-	2.98	Newly Introduced	-	1.19		-	11.36	Newly Introduced

Cross Subsidy Surcharge is the difference between the tariff applicable to the relevant category of consumers and the cost incurred by the distribution licensee to supply electricity. **Regulatory Asset Charges** are the charges for past recoveries of the Distribution Utility (In this case R-Infra) which could not be recovered since the earlier approved Tariff was not sufficient to recover the costs incurred. **Wheeling Charges** is the cost paid to R-Infra for usage of their network.

We constantly endeavor to provide you with a world-class power quality, reliability and services. We yearn to exceed your expectations by introducing services of global standards.