

Dear Valued Consumer,

We strongly believe that human bonds cemented by acts of kindness add precious value to our lives. Summer time in India is far from being a pleasant time if you are in the city and are not heading for the hills. We recommend you to use BEE-Star rated appliances and enjoy the comfort of your AC without feeling the pinch. Keep it simple and innovative to reduce your energy consumption. Also, make use of energy efficient lightings like LEDs, etc.

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.

SWELLING WITH HALF A MILLION 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 5 Lakh consumers from 25,000 in just 4 years and have continuously redefined consumer experience in the power utility domain.

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.

Supported by our engaging consumers and their representatives; being on toes 24x7 and delighting them always with our innovative initiatives and services; defining new parameters in the sustainable arena; celebrating a sense of accomplishment with not only our team but also our beloved consumers. Lit with an inner flame of "Care for our Customers" as is evident with our efforts in provisioning

power supply to the residents of Ambujwadi in February 2014, who lived without light for over a decade.

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.



AS EASY AS A TOUCH



To keep our consumers happy, we have kept it simple as consumer care is always at the center of our Heart! As we highly value our consumers, it is even more valuable for us to value his time. After thorough attentiveness and gestation phase, we are proud to say that we have introduced this automated feedback mechanism which enables our consumers to tap-across his feedback in less than 10 seconds. The ease of use is tempting enough to hook on to the user fraternity and whether our consumers are providing

feedback, paying a compliment or making a complaint, their input is the key to improving our products and services. It is quick and has precise control over feedbacks received at our centres with a central server repository and effective analysis in real time.

We once again pioneer in bringing smiles to the fingers of our consumers with this automated feedback mechanism which in turn has also replaced the paper feedback forms across all the centres, the first of its kind in the utility domain. In our endeavor to create a rich and meaningful experience for our consumers, we understand that experience results from a confluence of software and enabling hardware.

These feedbacks help us maintain a high standard of service and ensure that our products and services match their needs. If our consumers have received exceptional service from us we would like to hear from them as we appreciate receiving positive feedback from our consumers. If our consumers have encountered a problem with our service, or if they have concerns about a procedure or compliance issue, we would like to hear from them. We investigate their complaints, answer their questions and do everything we can to regain their confidence in us.

IMMEDIATE PAYMENT SERVICE FOR CONSUMERS

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, we provide our 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.

More information is available on Tata Power website. Visit cp.tatapower.com for more details.

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.

NEW CUSTOMER RELATIONS CENTRE IN GOREGAON & TILAK NAGAR



Keeping with our values of 'Superior Customer Care', two new Customer Relation Centres were inaugurated in Tilak Nagar & Goregaon East by the legendary cricketer Mr. Dilip Vengsarkar. These recent additions now take the total number of Tata Power's Customer Relation Centres to 25 across the city.

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. The five values of Trust, Care, Energy, Excellence and Elegance are embedded in the "Architecture of Care" philosophy for the creation and functioning of the Tata Power Customer Relation Centres. A friendly atmosphere, helpful attitude and prompt service aim to deliver a whole new experience to the consumers.

KNOWLEDGE SHARING WITH MALLS



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.

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

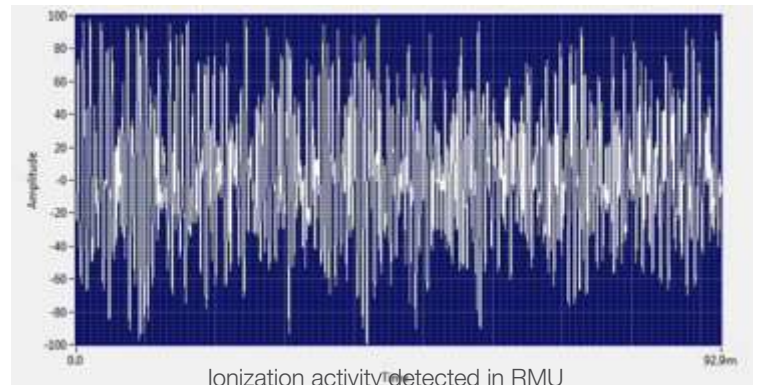
Ultrasonic Detectors: In HT metal clad switchgears & transformers, the HT cable termination box ionization inside the box comes to notice only after the sound is audible but with the use of ultra sonic detectors, we detect sounds which are in the inaudible range. Due to this, any

i.e. Cable terminations, LT panels, overhead lines etc. thereby identifying deterioratization in time.

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



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.

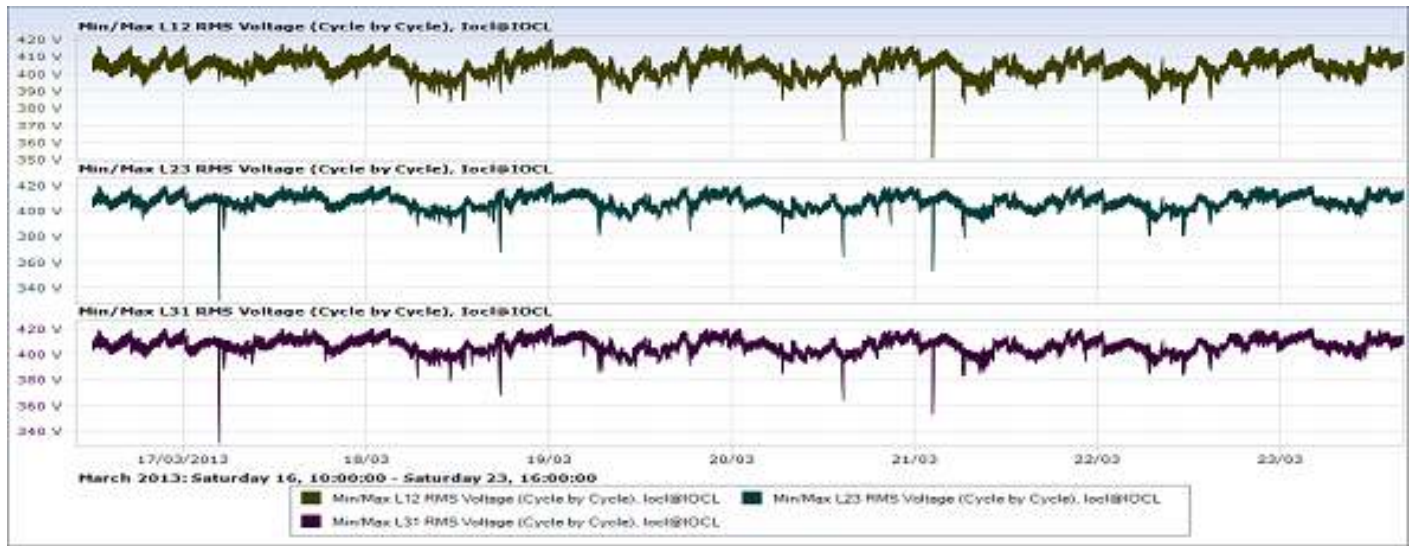


Fixed Type Power Quality Meter installed at our DSS



Portable Type Power Quality Meter installed in consumer premises





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.



PLANNED SHUTDOWN DISPLAY BOARDS

In order to provide pre-information about the power shutdown in consumer premises, apart from issuing shutdown notices, shutdown notice boards are displayed at noticeable locations well in advance

(min 15 days prior to the outage date) sensitizing the resident consumers at large to be doubly sure that all consumers gets prior intimation about the planned outages.



OUR UNIQUE ENERGY CONSERVATION PROGRAMMES

Ceiling Fan Exchange programme for residential consumers: This initiative helps residential consumers by giving them an opportunity to exchange their inefficient electrical fans for energy efficient fans. The old ceiling fans consume more than 75 watts of energy. The new 5 star ceiling fans are much more efficient and consume only 50 watts, thus leading to 30% saving simply by replacing the old fans. One could replace his old fan by Havells 5 Star fan at 50% cost. The replacement is carried out by Havells

at consumer's residence. Tata Power provides a special rebate of more than 600 rupees per fan to make this offer more attractive. Moreover, the old fan surrendered by the consumer was scrapped in eco-friendly manner. To participate in this Exchange Programme, log on to https://cp.tatapower.com/customer_care/green-mumbai/default.aspx or contact Tata Power Call Centre on 1-800-209-5161. For any queries or concerns, you may write to dsmcell@tatapower.com

Refrigerator Exchange programme for residential consumers: An exciting scheme that enables you to exchange your old and inefficient refrigerator with a brand new and energy efficient refrigerator! This unique initiative, launched specially for our residential consumers, will let you avail new refrigerators at a discounted price ranging from 30 % to 40 % on MRP. We have partnered with one of the best appliance manufacturers in India to maintain high standards of service and energy efficiency - Godrej Appliances, to supply energy efficient and eco-friendly refrigerators at special offer price. Refrigerators purchased under this programme will have 2 years refrigerator warranty and 5 years compressor warranty. The programme is an exchange

programme and the consumer needs to surrender the old refrigerator. The old refrigerators will be sent for eco-friendly scrapping. Each consumer is eligible to exchange only 1 refrigerator only with a Free additional warrantee of one year offered under this scheme. Exciting models of both single and double door refrigerators are available. HURRY! The offer is for a limited period. The benefits, however, are long term for you and for the environment! To participate in this Energy Efficient Refrigerator Exchange Programme, log on to https://cp.tatapower.com/customer_care/green-mumbai/default.aspx or contact Tata Power Call Centre on 1-800-209-5161. For any queries or concerns, you may write to dsmcell@tatapower.com

APPLAUSE! APPLAUSE!

National Award for Meritorious Performance: Tata Power won the National Award for Meritorious Performance, for the years 2011-12 and 2012-13. Tata Power was presented the award by Shri Jyotiraditya M. Scindia, Hon'ble Union Minister of State for Power (I/C). 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 4th February 2014. Tata Power winning the award for two years in a row celebrates the commitment and significant contributions by every individual in its enthusiastic team of young people who are working relentlessly towards excellence in consumer service.



“Excellence in Power Distribution”: Tata Power 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 on 25th July 2013. 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.



SIMPLE TIPS AND YOU TOO CAN SAVE ENERGY!

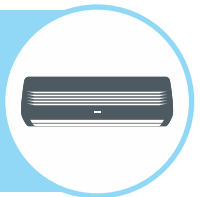


Shift consumption away from the 10 am - 8 pm peak times:

Let's avoid adding to the power demand during this peak time. By simply using some of our common electrical appliances before and after this time band. Washing machines, geysers, irons, water pumps in buildings - all can be shifted without much inconvenience.

ACs at 26° C

ACs are possibly the biggest cause of any summer power crisis. Every time one more AC is switched on and every time the temperature is lowered by one more degree, a huge load is added to the system. We can however work towards uninterrupted power - if we give up 'freezing' for 'cool enough'. Let's all go 26 this summer - it's actually quite comfortable.



Switch off from the plug point

Whenever we leave a plug point 'ON' after switching an electrical appliance 'OFF' with the remote, power is still being consumed in 'stand-by mode'. And no small amount either - these little wastages account for an unbelievable 5% of the city's power consumption. You will agree that's a sheer waste. So, after usage, let's switch off our ACs, TVs, washing machines, microwaves, geysers and mobile chargers from the plug point. Every single time.

SIMPLE TIPS AND YOU TOO CAN SAVE ENERGY!

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.

