

Dear Customer,

Beginning of another decade in the 21st century, where would we set our sights and what would our aspirations be? Whatever our individual hopes and desires, the one thing we all wish for surely is betterment and progress in an atmosphere of peace and universal bonding.

In our march forth, it's been a wonderful journey full of challenges and learning experience for us in Tata Power. Today we have reached a thousand changeover customers a day. To the delight, the changeover which earlier took 25 daunting days is now a matter of 16 days. We hope to bring this down further. Yes, we have the Power and we are ready and raring to meet the need of the hour!

Tata Power is committed to service you with care and quality. We have introduced the payment option through debit / credit cards on our website: www.cp.tatapower.com and have also introduced Cash collection vans in areas where customers do not have other collection facility.

As we are an intrinsic part of each others lives and as we wish each other success and safety in the days to come, may **TATA** not only be a symbol of Trust, but spell out **The Attitude To Achieve** and remind us that **Thoughtful Actions Terminate Accidents**.

May you continue to have a wonderful 2011!

It's Now In Your Cards

In our ongoing endeavours towards our customers' convenience, we now not only provide you with the option to pay your bill online from the comfort of your home / office, but also to use any bank of your choice to do the same. In addition to our net banking facility, we have introduced the payment option through debit / credit cards on our website: www.cp.tatapower.com

Convenience at Your Doorstep

Tata Power currently has 11 Customer Care & Bill Collection centers which offer all services and facilities under a single window. It also has Cash collection facilities through 40 Post Offices across Mumbai. About 500 drop boxes have also been installed across the city for cheque collections and a few touch screen kiosks with Bill Payment receipt. Tata Power has introduced Cash collection vans in areas where customers do not have other collection facility.



Tata Power Cash Collection Van

Save More

Ceiling fan exchange Offer (For Residential Consumers): Tata power in association with M/s Havells India Ltd offers the BEE approved 5 star ceiling fan only at Rs.900/-; 50% of the MRP. These 5 star rated fans consume only 50 Watts of energy which is 30% less than the conventional fan.

Energy Audits (For Industrial and Commercial premises): There is large scope for energy saving in Industrial and Commercial premises. Each large consumer has a unique power consumption pattern and has several opportunities to save energy if studied properly. Tata Power carries out energy audits and gives the recommendations for energy saving through professional and specialist energy auditors accredited by Bureau of Energy Efficiency (BEE). Tata Power provides large subsidy to encourage the consumers to save energy at their premises. The consumers are charged only 25% of the audit charges.

Courting Customers to Conserve Energy

Tata Power encourages its customers to conserve energy and reward them for their efforts. At our Customer Meets, we share industry's best practices by our customers to benefit others and follow these practices. Tata Power hosted the Energy Conservation Awards ceremony for LT and HT segment of both, Commercial and Industrial customers for implementing sustainable energy conservation practices in their respective organizations.

The winners:

COMMERCIAL

HT Category – CRISIL and ESSELWORLD.

LT Category – RODAS and LOOP MOBILE.



Representatives of CRISIL, ESSELWORLD and LOOP MOBILE receive their awards from Mr. Ashok Sethi

INDUSTRIAL

Mahindra and Mahindra Limited. – First Prize in the HT category

Zenta Private Limited – First Prize in the LT category



Representatives of M&M Ltd. receive the award in the HT category



Representative of Zenta Pvt. Ltd. receives the award in the LT category

World-Class Tested Meters

With the phenomenal increase in our distribution base and the customer having a choice to opt for a Tata Power meter, it's imperative that our meter readings are accurate. In addition to our existing test bench at Saki, we setup a world-class meter testing lab at Dharavi on January 11, 2011 increasing our capacity by five times where more than 500 meters can be tested per day.

Accuracy class of the reference standard meters is 0.05 for single phase and 0.02 for three phase meter test bench. The laboratory is an endeavor to meet our customer needs and have a trusting relationship.



Inauguration of the EMT Laboratory



An automatic energy meter test bench

Soaring on Solar Energy

On 18th December, 2010, Tata Power signed a Power Purchase Agreement with Gujarat Urja Nigam Limited for a 25MW Solar Photovoltaic Power Project at Mithapur, Gujarat. This plant is likely to be one of the largest of its kind in the country and is targeted for commissioning by December, 2011. Spread over 100 acres of land, the solar plant will be located along the coast of Gujarat. Crystalline Silicon Photo – Voltaic Technology, which is modular, proven and widely deployed, is the choice of technology for this project.

Since the launch of our country's most ambitious plan – 'The National Solar Mission', Tata Power has embarked on a journey that aims at setting up solar based power generation plants for up to 300MW by 2013. It believes that harnessing this abundant source will bolster the growth of clean energy generation from renewable sources. The Company is currently executing a 3 MW photovoltaic plant at Mulshi, which is one of the largest grid-connected solar projects in Maharashtra.



Applause! Applause!

- The Tata Power Energy Club was awarded the Gold medal in the Environmental Communication category by the Association of Business Communicators of India. This achievement reflects the in-roads the Club has made in ushering change in the mindset of people in regards to conservation as a way of life.
- Tata Power was conferred two awards by Platts at the Global Energy Company Awards 2010. This award honours the top 250 energy companies in the world. Among the best energy companies in Asia Tata Power is ranked 42. Platts ranks Tata Power the 4th Fastest Energy Growing Company in Asia.
- Tata Power's has laddered-up to 28th rank this year in India's Most Valuable Brands Study conducted by Brand Finance in an exclusive partnership with Economic Times. The brand Tata Power has been valued at \$619 million as compared to \$475 million 2009. Tata Power continues to remain in the top gainers list and has reported a 30 percent rise on its year-on-year brand value.



The Corporate Communications team receive the ABCI Gold Medal on Tata Power's behalf



Mr. Minesh Dave, VP, collected the Platts Award on behalf of Tata Power

Summer Saving and Safety Tips

With spring in the air, can summer be far behind? Yes, it will soon be that glorious time in the sun that we all want to escape from, but while doing so here are a few things to remember as we continue to strive to conserve energy as well as safeguard our homes and work places while we are on vacation.



Keep the Air-conditioning at 26 degrees



Better still use fans instead of the air-conditioner



Keep windows open and use natural light to illuminate the room



**Turn off your home / office equipment when not in use.
A computer that runs 24 hours a day, for instance, uses
more power than an energy-efficient refrigerator**

Before going on a vacation

**Turn off all lights, fans, geyser, iron and all other electrical appliances
which will not be in use**

Turn off the gas

Close all taps and faucets

**Carry your house keys, cupboard keys, vehicle keys. Keep a spare set
with someone trusted**

**Request a friend or willing neighbour to make a periodic
check up on your house**

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