2nd May 2016
BJ/SH-L2/ 64

BSE Limited
Corporate Relationship Department
1st Floor, New Trading Ring
Rotunda Bldg., P. J. Towers
Dalal Street, Fort
Mumbai – 400 001.

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra (East)
Mumbai – 400 051.

Dear Sirs,

Tata Power goes digital; introduces a universal Mobile App for all stakeholders & consumers in Mumbai & Delhi

The Company today introduced its digital interface by launching a universal Mobile Application for all its stakeholders along with employees and consumers of Mumbai and Delhi. The Tata Power Mobile App is specially designed to be an exclusive platform to help customers and other stakeholders to connect and directly engage with the company.

The app is aimed at fostering high-level of customer engagement and provide a user-friendly experience to all its stakeholders. Tata Power has always been a pioneer in providing improved services by continuously capitalizing on new and improved technologies. In line with its commitment to lighting up lives, the Company has been focusing on improving the overall stakeholder experience and ease of accessibility for better services for its consumers primarily.

The Press Release to be issued by the Company is attached for your ready reference.

Yours faithfully,
For The Tata Power Company Limited

(H. M. Mistry)
Company Secretary

Encl.

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for immediate use **PRESS RELEASE**

Tata Power goes digital; introduces a universal Mobile App for all stakeholders & consumers in Mumbai & Delhi

-A self-service facility for the enthusiastic users & reckoning force of Digital India-

National, May 2nd, 2016: Tata Power, India's largest integrated power company, today introduced its digital interface by launching a universal Mobile Application for all its stakeholders along with employees and consumers of Mumbai & Delhi. The Tata Power Mobile App is specially designed to be an exclusive platform to help customers and other stakeholders to connect and directly engage with the company.

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Tata Power's universal mobile app has been developed using one of the most robust SAP platform – MCFU, which provides real time integration of the app with its enterprise systems. It also positions Tata Power as the first utility in the Global Power Sector to do so. Leveraging the expertise of SAP and in-depth consumer behavior analysis, the application is crafted with almost all the features that makes it a one stop solution to all consumer requirements.

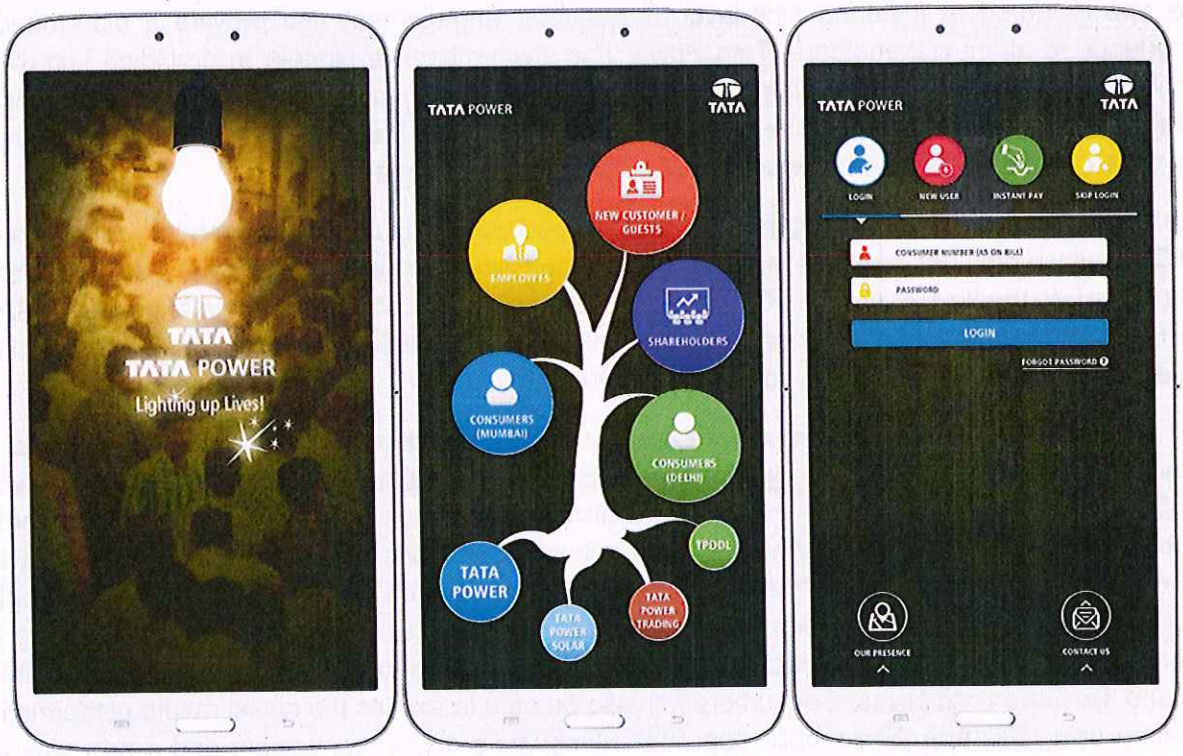
One of the primary features of the mobile app is the specially designed section for consumers. It includes key features such as Account overview; Bill Payment at fingertips; Meter Reading details; Monthly Consumption trend; Bills and Payment history of previous 12 months, Notifications alerts; Zone-wise Outage/Shutdown information; Registration for e-bill and e-services etc. The Tata Power app can be downloaded for free from the Play Store (Android) and will soon be available on Apple Store, (iOS). The app also includes one touch access to the customer care team; post a query & report a concern; provide a mapped view of payment locations and also allow registration for Tata Power's 'Be Green' initiatives. Consumers will also be able to access the social media platforms in real-time using this app. The mobile app offers consumers a fast, convenient and a new way to connect which is designed to provide an easy interface with the company.

for immediate use **PRESS RELEASE**

Commenting on the launch, **Mr. Anil Sardana, Chief Executive Officer and Managing Director, Tata Power** said, "*As we are increasingly using smartphones to simplify our lives, and the all-new Tata Power app will prove to be a great addition to improve our overall stakeholder experience. Introduction of the Tata Power app will provide benefits to the customers by giving them access to information, troubleshoot, get bill statements and even make payments on the move. Additionally, it will help us to tailor our offerings to customers, basis their usage and we are committed to provide best in class customer service to them. We wish to remain a relevant part in India's growth strategy, and reach new heights through constant innovation, and excellent services.*"

"Rapid technological advancement and increased penetration of smart phones have raised expectations from utility consumers to deliver more services on mobile." ***said Mr. Deb Deep Sengupta, Managing Director, SAP Indian Subcontinent*** *"Multichannel Foundation for Utilities' our mobile app is equipped for all self-service processes like account information, consumption details, bill payments, outage information and much more. I extend my congratulations to Tata Power in their continued endeavor to provide the best services to their consumers."*

Tata Power is focused on exceeding stakeholder's expectations in the digital world and plans to make mobile as the primary touch point for all its consumers.



Tata Power Mobile App

for immediate use **PRESS RELEASE**

About SAP

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable approximately 300,000 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com

About Tata Power:

Tata Power is India's largest integrated power company with a growing international presence. The Company together with its subsidiaries and jointly controlled entities has an installed gross generation capacity of 9183 MW and a presence in all the segments of the power sector viz. Fuel Security and Logistics, Generation (thermal, hydro, solar and wind), Transmission, Distribution and Trading. It has successful public-private partnerships in Generation, Transmission and Distribution in India namely "Tata Power Delhi Distribution Limited" with Delhi Vidyut Board for distribution in North Delhi, 'Powerlinks Transmission Ltd.' with Power Grid Corporation of India Ltd. for evacuation of Power from Tala hydro plant in Bhutan to Delhi and 'Maithon Power Ltd.' with Damodar Valley Corporation for a 1050 MW Mega Power Project at Jharkhand. Tata Power is serving more than 2 million distribution consumers in India and has developed the country's first 4000 MW Ultra Mega Power Project at Mundra (Gujarat) based on super-critical technology. It is also one of the largest renewable energy players in India with a clean energy portfolio of 1674 MW. Its international presence includes strategic investments in Indonesia through a 30% stake in the leading coal company PT Kaltim Prima Coal (KPC), 26% stake in mines at PT Baramulti Suksessarana Tbk ("BSSR") and a geothermal project; in Singapore through Trust Energy Resources to securitize coal supply and the shipping of coal for its thermal power generation operations; in South Africa through a joint venture called 'Cennergi' to develop projects in sub-Sahara Africa; in Zambia through 50:50 joint venture with ZESCO for 120 MW Hydro which has become operational in 2016; in Georgia through AGL which is a joint venture with Clean Energy, Norway & IFC for development of 185 MW hydro project which is scheduled to be commissioned in 2016; in Australia through investments in enhanced geothermal and clean coal technologies and in Bhutan through a hydro project in partnership with The Royal Government of Bhutan. With its track record of technology leadership, project execution excellence, world class safety processes, customer care and driving green initiatives, Tata Power is poised for a multi-fold growth and committed to 'lighting up lives' for generations to come". Visit us at: www.tatapower.com

TATA POWER CELEBRATING 100 YEARS OF INVISIBLE GOODNESS

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For further information, please contact:

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