January 4, 2018
BJ/SH-L2/

BSE Limited
Corporate Relationship Department
1st Floor, New Trading Ring
Rotunda Bldg., P. J. Towers
Dalal Street, Fort
Mumbai – 400 001.
Scrip Code: **500400**

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

Dear Sirs,

Tata Power launches a nationwide public campaign '#PowerHerUp' to empower women and girl children of India

The Company has always been at the forefront in undertaking initiatives to uplift the lives of women and girl children and help them become self-reliant. Taking a step ahead with this thought, Tata Power announced the launch of a nationwide campaign '**#PowerHerUp**' to empower underprivileged women and girl children across the country. So far more than 170 families across the nation have benefitted from the initiative.

The objective of the campaign is to mobilize public at large to help women and girl children unleash their potential and sensitize them about the facility of availing benefits of various government schemes/initiatives. 'Power Her Up' is a call-for- action initiative that is digitally driven and encourages anyone and everyone to help empower women and girl children in their own capacity. The campaign honors the people who pledge their support under the initiative as 'Power Her Up Champions'.

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

Yours faithfully,
For The Tata Power Company Limited

Company Secretary

Encl.

Printed on 100 % Recycled Paper

TATA POWER

TATA

for immediate use **PRESS RELEASE**

Tata Power launches a nationwide public campaign '#PowerHerUp' to empower women and girl children of India

To pledge your support, please visit this link: https://www.tatapower.com/sustainability/power-her-up.aspx

National, 4th January 2018: Tata Power, India's largest integrated power company has always been at the forefront in undertaking initiatives to uplift the lives of women and girl children and help them become self-reliant. Taking a step ahead with this thought, Tata Power announced the launch of a nationwide campaign **'#PowerHerUp'** to empower underprivileged women and girl children across the country. So far more than 170 families across the nation have benefitted from the initiative.

The objective of the campaign is to mobilize public at large to help women and girl children unleash their potential and sensitize them about the facility of availing benefits of various government schemes/initiatives. 'Power Her Up' is a call-for- action initiative that is digitally driven and encourages anyone and everyone to help empower women and girl children in their own capacity. The campaign honors the people who pledge their support under the initiative as '**Power Her Up Champions**'. The campaign has been receiving overwhelming support from the **Power Her Up Champions** from across the country including cities like Delhi, Mumbai, Gandhinagar, Alibaug, Neemuch, Kanpur, Vadodara amongst others. Among the activities undertaken by Power Her Up champions are:

a. Helping rural women to gain benefits from National Bio-gas scheme
b. Sessions on personal hygiene
c. Health awareness campaign for pregnant women
d. Sessions to utilize simple mobile apps for skill enhancement
e. Awareness about the Pradhan Mantri Suraksha Bima Yojana (PSBY)
f. Procedure to get a PAN and Aadhaar cards issued
g. Procedure to open a Jan Dhan account.

Speaking on the launch of the campaign, **Mr Anil Sardana, MD and CEO, Tata Power** said, *"Tata Power is committed to holistic development of the society with a special emphasis on women empowerment, through various means, which would lead to overall development of village. Tata Power for decades has been supporting women through education, supporting the Self-Help Groups, vocational training etc. However, this dedicated campaign will strengthen our objective and the impact will be on a larger scale. I take this opportunity to thank the entire team of Tata Power for making this campaign a reality and address a noble cause".*

This campaign encourages every individual across the country to contribute to the cause and share their contributions on the social media channels of Tata Power through pictures, videos and stories to be promoted.

Link: https://twitter.com/TataPower
Link: https://www.facebook.com/tatapower/

A person can pledge to support Tata Power's '**#PowerHerUp**' campaign by visiting this link:

TATA POWER

TATA

for immediate use **PRESS RELEASE**

Link: https://www.tatapower.com/sustainability/power-her-up.aspx









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 10699 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 Government for distribution in North Delhi,

TATA POWER

TATA

for immediate use **PRESS RELEASE**

'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 2.6 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 3310 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"); 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 187 MW hydro project 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

For further information, please contact:

Shalini Singh
Head - Corporate Communications
The Tata Power Company Limited
Email: shalinis@tatapower.com

Sneha Dev / Jaison Rebello
Rediffusion / Edelman
9958000706/ 8286939726
Email:sneha.dev@edelman.com/
Jaison.Rebello@edelman.com