17th May 2016
BJ/SH-L2/

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 fortifies commitment to sustainability by strengthening the 'Be Green' campaign in Mumbai

The Company, has scaled up its '***Be Green'*** campaign in FY17 to reiterate its commitment to sustainability and unify consumers under the green movement. The campaign has launched a program inviting residential consumers to pledge to 'Be Green' by committing to five energy-efficient initiatives and further encouraging five more people to sign up for the same. The campaign will honour the consumers who set benchmarks in adopting sustainable practices in the quarterly Be Green Awards.

Launched in May 2015, Tata Power's Be Green campaign, powered by Greenolution, follows the mantra that green is the only way to evolve, and has set new benchmarks by caring for the planet and its future. Tata Power aims to utilise customer touch points such as social media, emailers, CRCs, Bills, etc. to promote and create awareness, thus creating a collaborative and participative environment.

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.

Printed on 100 % Recycled Paper

TATA POWER

TATA

for immediate use **PRESS RELEASE**

Tata Power fortifies commitment to sustainability by strengthening the 'Be Green' campaign in Mumbai

National, 17th May, 2016: Tata Power, India's largest integrated power company, has scaled up its '***Be Green'*** campaign in FY17 to reiterate its commitment to sustainability and unify consumers under the green movement. The campaign has launched a program inviting residential consumers to pledge to 'Be Green' by committing to five energy-efficient initiatives and further encouraging five more people to sign up for the same. The campaign will honor the consumers who set benchmarks in adopting sustainable practices in the quarterly Be Green Awards.

Launched in May 2015, Tata Power's Be Green campaign, powered by Greenolution, follows the mantra that green is the only way to evolve, and has set new benchmarks by caring for the planet and its future. Tata Power aims to utilise customer touch points such as social media, emailers, CRCs, Bills, etc to promote and create awareness, thus creating a collaborative and participative environment.

Be Green follows a holistic approach towards energy and resource conservation, and the campaign microsite encourages consumers to take the pledge by signing up to any five of the following pledges:

- Register for e-bill or NACH (erstwhile ECS) facility of Tata Power
- Avail the benefits of DSM offers on efficient appliances & LED lights under Be Green
- Switch-of all appliances and lights at home and at work when not in use for more than five minutes
- Use BEE star rated appliances of 3-Star & above
- Follow guidelines for thermostat setting, 26 degrees for cooling in summer
- When I work late, only use the lighting I need to illuminate work area
- Reduce paper use by being selective about printing and print on both sides.
- Take the stairs instead of using the elevator
- Use water economically & practice water harvesting methods to conserve.
- I will take an active role in sustainability efforts by getting involved with sustainability-focused groups in my city

Speaking on the initiative, **Mr. Anil Sardana, Managing Director and CEO, Tata Power,** *"At Tata Power, sustainability is intricately stitched into every aspect of our business function. Powered by Greenolution, the nature of the 'Be Green' initiative is both collaborative and participative where Greenolution is simply a way of life and individuals pledge to ensure a greener and sustainable planet. By further strengthening this campaign, we aim to reach out to our stakeholders and spread the message of sustainability to build a better tomorrow, and enable the future generations to live in a greener world."*

Tata Power has always set a standard in adopting sustainable practices in its business by using innovative technology, providing customers access to energy-efficient processes, increasing green generation capacity and partnering with institutions of scientific learning, and the Company will continue to undertake similar initiatives in the future.



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 1630 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

CELEBRATING 100 YEARS OF INVISIBLE GOODNESS

For further information, please contact:

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

Sneha Dev / Aneesha Singh
Rediffusion / Edelman
9958000706/ 7506730635
Email:sneha.dev@edelman.com/
aneesha.singh@edelman.com