TATA POWER

TATA

for immediate use **PRESS RELEASE**

Make Your Child a Star with Tata Power-DDL's 'Bijli Bachao Star Banjao' Campaign & Stand a Chance to Win prizes worth ₹25,000

National ,3rd September 2018: Tata Power Delhi Distribution (Tata Power-DDL), the pioneer power utility providing electricity to over 70 lakh users in Delhi, is giving you a chance to make your child a star with its energy conservation awareness contest 'Bijli Bachao Star Banjao'.

Through the campaign, Tata Power-DDL seeks to ignite young minds to save electricity and be a proud contributor in supporting the 'Power for All' initiative by the Govt. of India. The campaign is open for all school students.

The campaign invites innovative energy conservation ideas in the form of short videos (maximum duration 1 minute). Students can send their video entries in the form of poem, dance, act et al. The top 5 entries will win prizes worth ₹25,000 (maximum ₹ 5000 per winning entry) and 10 consolation prizes along with certificates. The winning entries will also be featured across company's social media platforms. The entries can be us via Whatsapp on 9958500362 or uploaded on free to use file sharing websites such as wetransfer, wesendit etc. and its link is to be sent via email onECA@tatapower-ddl.com<mailto:ECA@tatapower-ddl.com>.The last date of submission of entry is30th September, 2018.

The campaign is being run in association with Tata Power (parent company of Tata Power-DDL) and Nation's leading radio channel Red FM. The campaign is a part of the energy conservation initiative under the company's 'Club Enerji' program. Club Enerji is an Energy & Resource Conservation Club that focuses on bringing about a first-hand realization of the energy crisis and scarcity of natural resources in the country by sensitizing the torchbearers of tomorrow – the students. The club covers nearly 900 schools, sensitizing more than 20 million citizens with over 6.4 lakh energy champions and above 3.4 lakh energy ambassadors. The club also encompasses 2017 mini energy clubs. The program has helped save over 25 Million Units of power till date.

The campaign will also spread awareness using Social Media, On Ground activities and Electronic Direct Mailers (EDMs) to Tata Power-DDL consumers. The entries will be judged by an eminent jury comprising of senior officials from Tata Power-DDL, Tata Power, Red FM and Principals from prominent public and private schools across the country.

Commenting on the campaign, Mr. Praveer Sinha, CEO & Managing Director, Tata Power said, "*We are extremely happy and proud to spearhead the 'Club Enerji' movement & launch this campaign in line with our continuous efforts to drive the message of energy conservation across the country. We urge all the students to participate wholeheartedly."*

Speaking about the campaign, **Mr. Sanjay Banga, CEO, Tata Power-DDL said**, "*To ensure judicious usage of energy, we believe that children are the best messengers and with this campaign we aim to tap the young minds and spread the message across. I am sure that more and more children will participate in the campaign and make this movement a success.*"

For more information and contest Terms and Conditions, you may visit:www.tatapower-ddl.com/xxx<http://www.tatapower-ddl.com/xxx>; you may also contact us on 9650911515 for more information

- Facebook:- facebook.com/ClubEnerji
- Twitter:@ClubEnerji

About Tata Power:

Tata Power is India's largest integrated power company and, together with its subsidiaries & jointly controlled entities, has an installed capacity of 10857 MW. A pioneer in the field, it has a presence across the entire power value chain: Generation of renewable as well as conventional power including hydro and thermal energy; transmission & distribution, trading and coal & freight logistics. With renewable energy assets in solar and wind accounting for 22% of the company's portfolio, Tata Power is a leader in clean energy generation. In line with the company's view on sustainable and clean energy development, Tata Power is steering the transformation of utilities to integrated solutions by looking at new business growth in EV charging & storage, distributed generation & rooftops, microgrids and home automation & smart meters.

It has successful public-private partnerships in generation, transmission & distribution in India namely: 'Tata Power Delhi Distribution Ltd.' with Delhi Vidyut Board for distribution in North Delhi; 'Tata Power Ajmer Distribution Ltd.' with Ajmer Vidyut Vitran Nigam Ltd. for distribution in Ajmer; 'Powerlinks Transmission Ltd.' with Power Grid Corporation of India Ltd. for evacuation of Power from Tala hydro plant in Bhutan to Delhi; '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.

With growing international focus, Tata Power's global presence includes strategic investments in Indonesia through a 30% stake in the coal company PT Kaltim Prima Coal (KPC); 26% stake in mines at PT Baramulti Suksessarana Tbk (BSSR); in Singapore through Trust Energy Resources; in South Africa through a joint venture called 'Cennergi' to develop projects in sub-Sahara Africa; in Zambia through a 50:50 joint venture with ZESCO for 120 MW Hydro project; in Georgia through AGL which is a joint venture with Clean Energy, Norway & IFC for development of 187 MW hydro project; in Bhutan through a hydro project in partnership with The Royal Government of Bhutan.

With its 103 years track record of technology leadership, project execution excellence, world-class safety processes, customer care and driving green initiatives, Tata Power is poised for 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 Chief-Corporate Communications & Sustainability The Tata Power Company Limited Email: shalinis@tatapower.com	Payal Tiwari & Priyanshi Shah Adfactors PR 9930811164 & 9920368044 **Email:** payal.tiwari@adfactorspr.com priyanshi.shah@adfactorspr.com