

Tata Power partners with first-ever 'Mumbai Festival 2024' to celebrate the spirit of Mumbai

~ As part of the nine-day festival, the company will create awareness amongst Mumbaikars about green energy solutions & environment-conscious living to make Mumbai the 'Sapno ka Gateway'

~ Sustainability Champion - 'Globey', will engage with visitors at various locations and extend the ethos of '#SustainableIsAttainable' movement & its latest '#DuniyaApneHawale' campaign

~Partnership is an ode to the city of Mumbai, where the company was established over 100 years ago with an aim to supply clean power for Mumbaikars

Mumbai, 20th January 2024: Tata Power, one of India's largest integrated power companies and supplier of reliable and affordable electricity to 7.5 lakh consumers in Mumbai, proudly announces its partnership with the first-ever **Mumbai Festival 2024** as its 'Mumbai Partner'. The partnership is the company's ode to the city of its genesis, and to whom it has been supplying power for over 100 years.

With over 30,000 green customers across segments in the city, this collaboration reinforces Tata Power's dedication to fostering a spirit of environmental consciousness and sustainable living among the citizens of Mumbai through the powerful message of "Embrace, Love and Switch".

Scheduled to take place from **20th to 28th January 2024** at various iconic locations across Mumbai, the Mumbai Festival is a celebration of the city's rich cultural diversity, wherein the company is extending the ethos of its recently launched campaign **'#DuniyaApneHawale'** and its **'#SustainableIsAttainable'** initiative. As part of this exciting partnership, the iconic sustainability champion and crusader of change, **'Globey'**, will be welcoming Mumbaikars at key locations across the city. A **'Hug the Globey'** activity is designed to garner pledges from visitors – a commitment to embrace green energy and incorporate environment friendly practices in their daily lives.

Tata Power will offer free RFID electric vehicle (EV) charging cards during this festival. This initiative underscores Tata Power's efforts to encourage the adoption of electric vehicles and promote a cleaner, more sustainable mode of transportation. As of today, Tata Power has installed over 800 public and semi-public EV charging stations across various locations in Mumbai & Navi Mumbai.

*Promoting the spirit of the festival, **Dr. Praveer Sinha, CEO & MD, Tata Power**, said, "Tata Power is proud to associate itself with the first-ever Mumbai Festival, a monumental celebration of the 'City of Dreams'. As the company that has been powering the city's for over hundred years, we are excited to see the city embrace clean and green energy solutions. This festival is an opportunity for Mumbaikars to further spearhead the #SustainableIsAttainable movement and adopt environment conscious living."*

Tata Power has been leading sustainability efforts in Mumbai, exemplified by a series of impactful initiatives. The company takes pride in having over 30,000 green customers in Mumbai, actively promoting the adoption of green power among its consumer base. With a forward-thinking approach, the company has successfully encouraged over 88% of its consumers in Mumbai to transition to digital payments for their monthly electricity bills, and more than 60% have embraced e-bills. This shift not only demonstrates a substantial reduction in carbon footprint but also contributes to an annual saving of an estimated 48 lakh sheets of paper. The implementation of various sustainable initiatives, including Green Tariff, Smart metering, and Home Automation, reflects the company's commitment to inspiring consumers to embrace energy efficiency and conservation.

Recently, the company also re-branded its Feeder Pillars with messages urging Mumbaikars to opt for green solutions and products and commit for a 'Lifestyle for Environment (LiFE). These obscure cabinets with their bright orange and green colours are hard to miss and have turned into selfie-points for sustainability enthusiasts. Over the next few months, Tata Power plans to replicate this meaningful and colourful message across all its 5,000 feeder pillars in the city.

Tata Power's collaboration with the Mumbai Festival is a testament to its enduring dedication to sustainability, aiming to transform Mumbai into a greener and smarter city through a series of thoughtful initiatives and strategic partnerships. With an unwavering focus on quality, safety, customer satisfaction, and ethical business practices, Tata Power continues to be a trusted name in powering Mumbai for over a century.