

TATA POWER



TATA

The Tata Power Company Ltd

June 2010

Lighting up Lives!



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Agenda

Part A: Overview of Tata Power

Part B: Tata Power Generation

Part C: Projects

Part D: Other Power Businesses

Part E: Other Businesses

Part F: Financial Performance

Part G: Sustainability



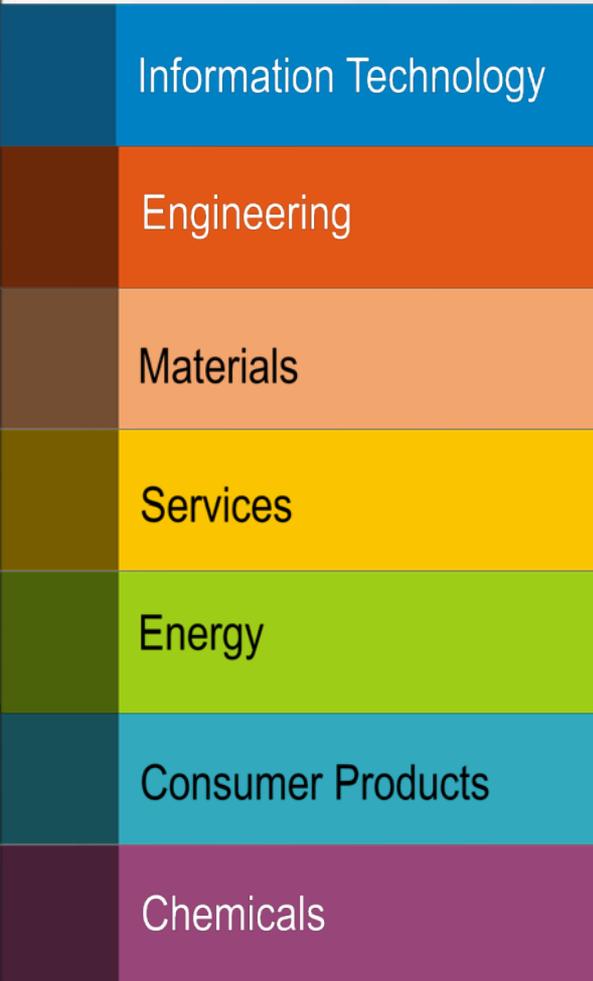
Part A: Overview of Tata Power



A Tata Company



Business Sectors



Revenue
FY 2009
Rs 325,334 cr
\$ 71 bn

Profits
FY 2009
Rs 8,163cr
\$ 1.8 bn

Largest Companies

- Tata Consultancy Services
- Tata Steel
- Tata Motors
- Tata Power
- Tata Communications
- Indian Hotels
- Tata Chemicals
- Voltas
- Tata Teleservices
- Tata Tea
- Titan



Tata Power Group – Major Investments

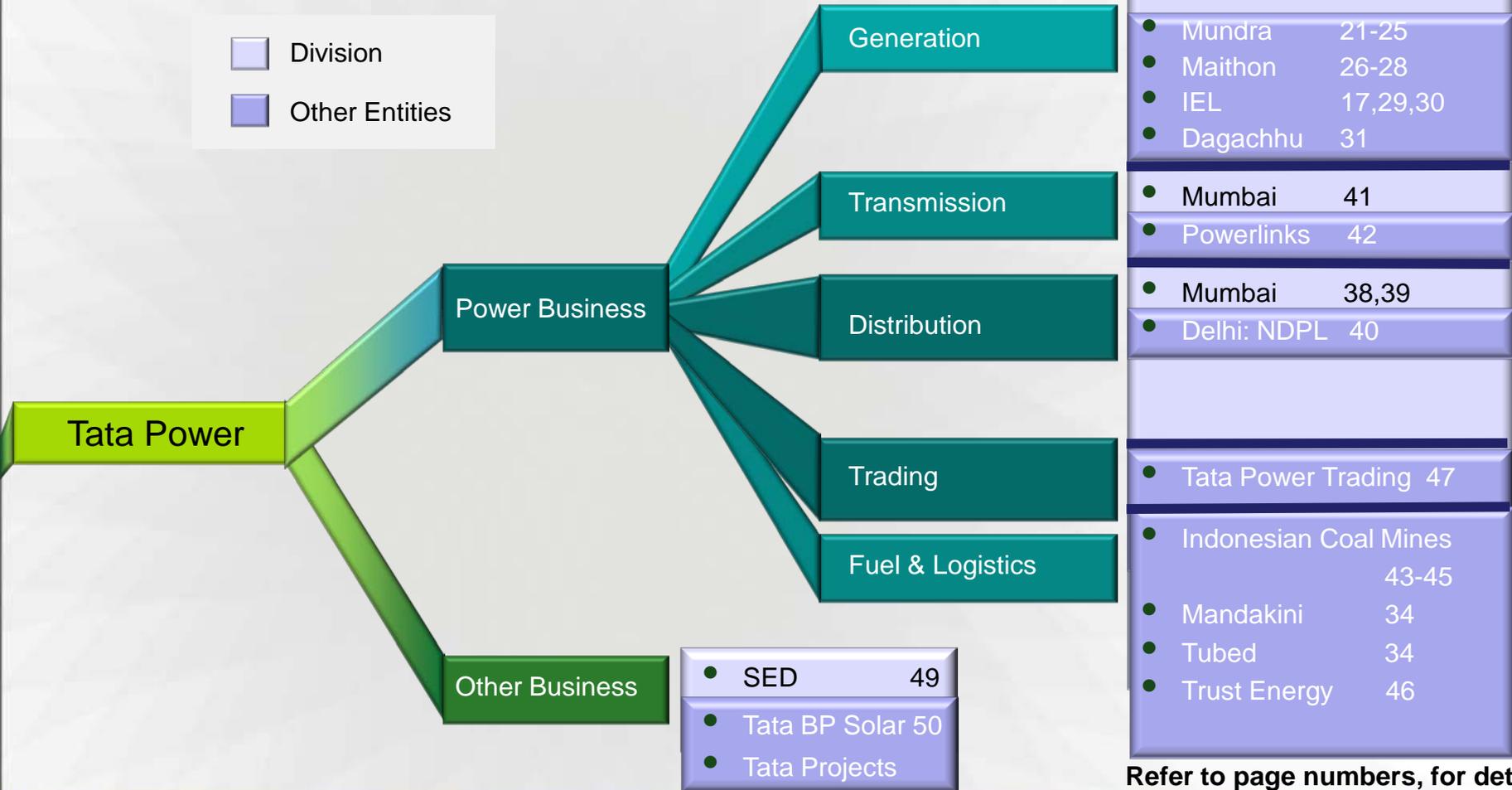
Tata Power



* Includes indirect holding in Tata Comm through Panatone

Businesses

- Division
- Other Entities



Refer to page numbers, for details



Part B: Tata Power Generation



Generation: Business Models



	Returns	Upside	Value Drivers	Our Projects
Regulated	Normative RoE	Savings on Norms. PLF incentive	Operational Efficiency	Mumbai License Area, Maithon, Wind
Captive Power Plant	PPA driven	Merchant sales + Saving on agreed terms + PLF incentive	Trading Capabilities + Operational Efficiency	Jamshedpur (PH6), Jojobera
Merchant	Market Driven	No cap on returns	Trading Capabilities	Haldia (100 MW) Unit 8 (100 MW)
Case 1 (For Supply)	Bid Driven	PLF incentives	Control on Capital Costs and fuel costs	Haldia (MoU)
Case 2 (For Project)	Bid Driven	PLF incentives	Control on Capital Costs and fuel costs	Mundra UMPP, Belgaum



Existing Presence

▲ Mumbai 2027 MW

Mumbai License Area

Generation

★ Thermal 1480 MW

★ Hydro 447 MW

● Distribution

🏗️ Transmission

Merchant Capacity

★ Trombay 100 MW

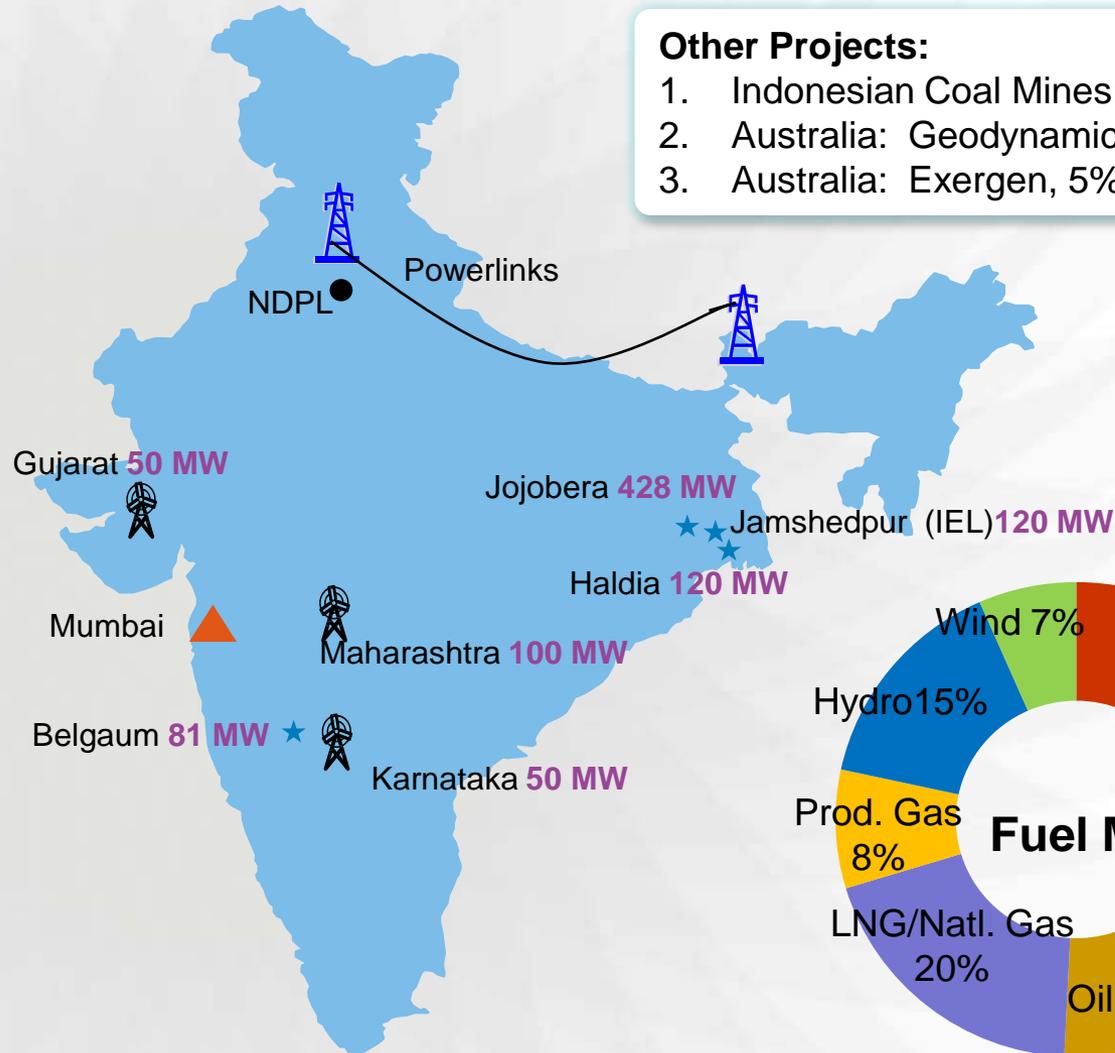
★ Thermal 2329 MW

★ Hydro 447 MW

🏗️ Wind 100 MW

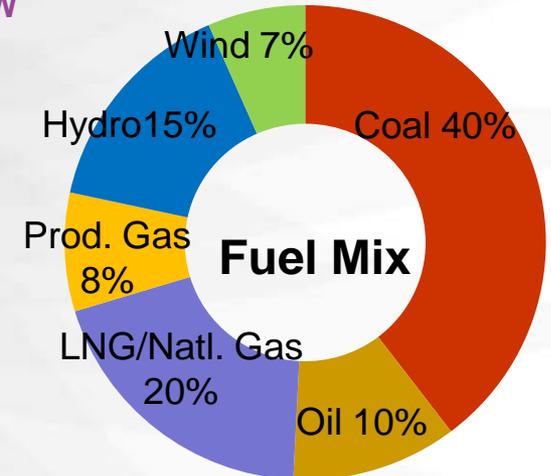
🏗️ Transmission

● Distribution



Other Projects:

1. Indonesian Coal Mines: 30% stake
2. Australia: Geodynamics, 10% stake
3. Australia: Exergen, 5% stake



Mumbai License Area (LA) - Generation



Thermal

<u>Unit</u>	<u>Capacity</u>	<u>Fuel</u>
Unit 4*	150 MW	Oil & Gas
Unit 5	500 MW	Oil, Coal & Gas
Unit 6	500 MW	Oil & Gas
Unit 7	180 MW	Gas
Unit 8	150 MW	Coal
Total	1480 MW	



Hydro

<u>Location</u>	<u>Capacity</u>
Khopoli	72 MW
Bhivpuri	75 MW
Bhira	300 MW
Total	447 MW

* Unit 4 on standby

FY10 - Regulated Equity: Rs 1226 Cr

RoE: 14%

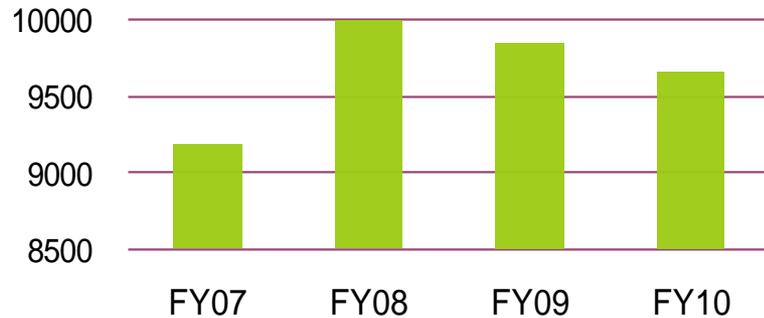
Incentives : Rs 36 Cr**

** As per FY10 audited accounts, subject to regulatory scrutiny

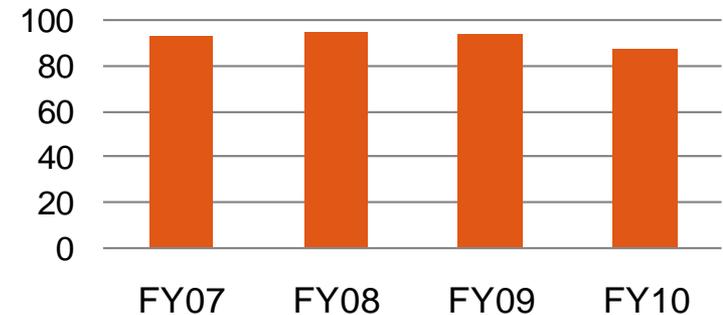


LA Generation Performance - Thermal

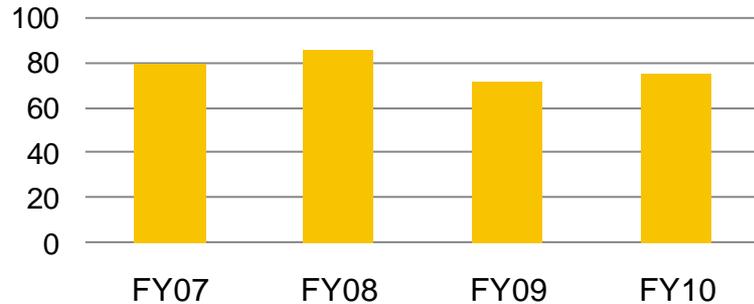
Generation (MU)



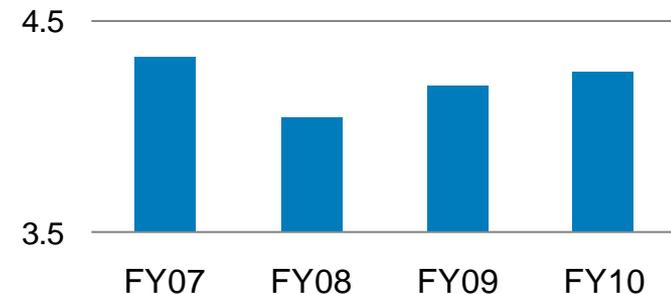
Availability (%)



PLF (%)



Aux. Consumption (%)

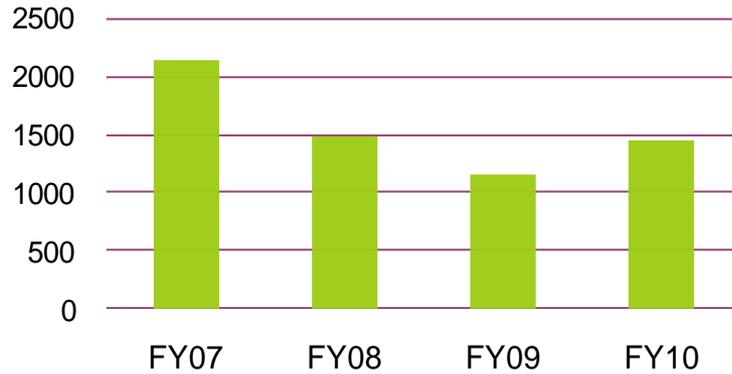


“Best Operation and Maintenance Project in Asia” – Asian Power Awards 2009

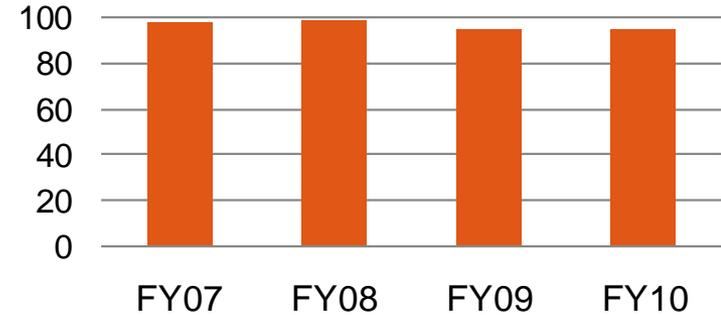


LA Generation - Hydro

Generation (MU)*

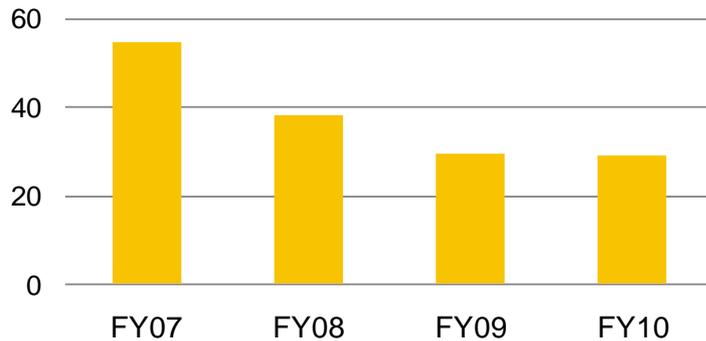


Availability (%)

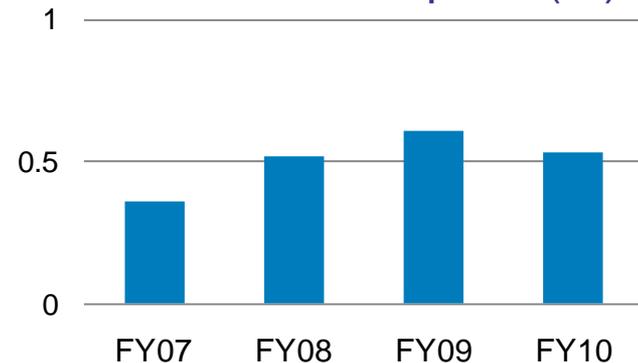


*Decrease due to adherence to KWTA limits

PLF (%)



Aux. Consumption (%)



Bhira PSU - CEA Silver Shield for 2nd best performing station in the country



Merchant Capacity

	Haldia	Trombay - Unit 8
Project Capacity	100 MW	100 MW
Customers	PPA with Tata Power Trading	PPA with Tata Power Trading
Fuel	Hot flue gases from Hoogly Metcoke	Imported Coal

Note: Remaining 20 MW in Haldia under PPA to WBSEDCL



Haldia



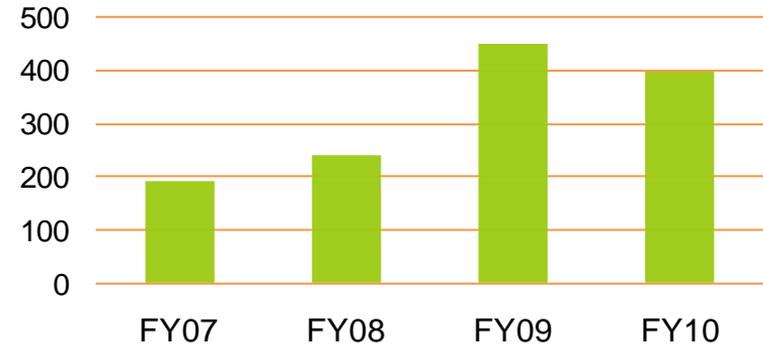
Trombay Unit 8



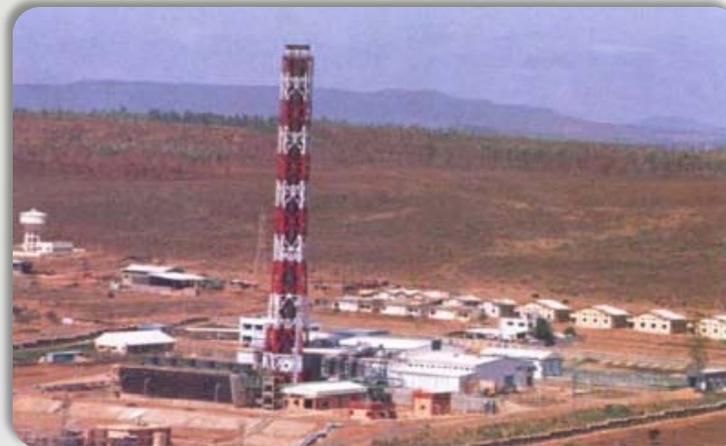
Belgaum

- Capacity** • 81 MW
- Fuel Type** • Heavy Fuel Oil
- Customer** • KPTCL
- 12 year PPA till 2012
- Business Model** • Bid Driven – Case 2
- Fuel charge is pass through
- Other charges recovered as fixed cost

Generation (MU)

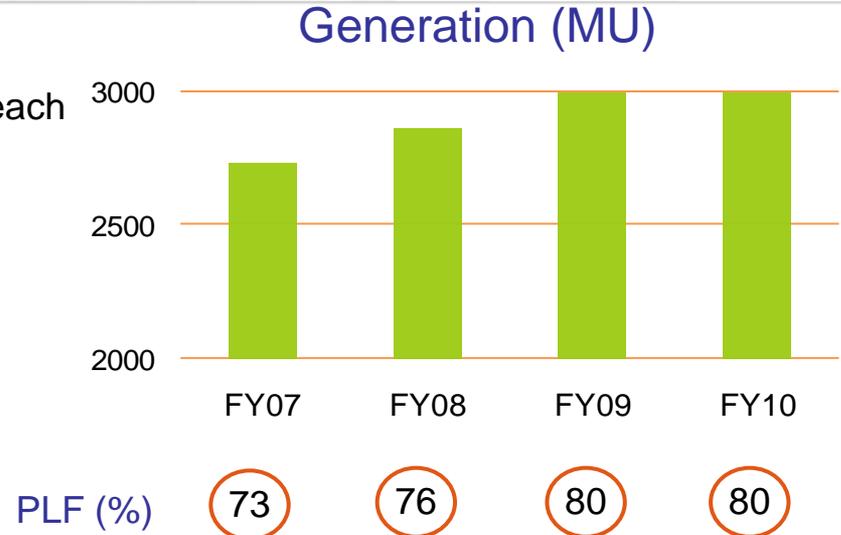


PLF (%)



Jojobera

- Capacity**
 - 428 MW
 - Unit 1: 67.5 MW, Unit 2-4: 120 MW each
- Fuel Type**
 - Domestic Coal
- Customer**
 - Tata Steel
 - 20 year PPA till 2017
- Business Model**
 - Captive
 - Fuel and Interest are a pass through
 - Other expenses on normative basis



1st Prize for Ash management from Jharkhand State Pollution Control Board

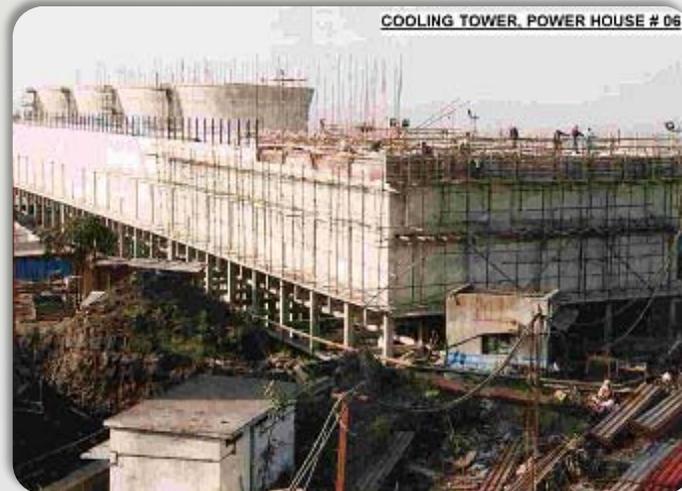
PPA Equity (FY10)	Rs 490 Cr
RoE	14 -19%
Incentives* (FY10)	Rs 23 Cr

* As per FY10 audited accounts



PH-6 (IEL)

- Capacity** • 120 MW
- Ownership Structure** • IEL (74:26 JV of Tata Power and Tata Steel)
- Fuel Type** • Coke Oven Gases of Tata Steel
- Customer** • Tata Steel
- Business Model** • Captive
 - Fuel and Interest are a pass through
 - Other expenses on normative basis



Wind

Capacity

- 200 MW

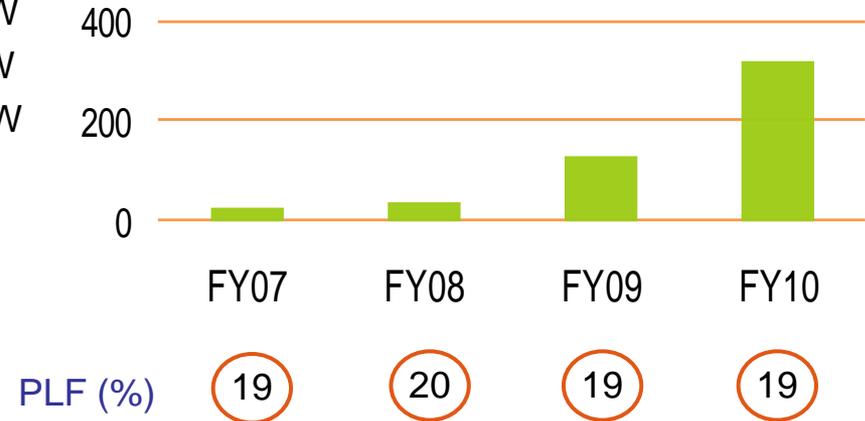
Customer

- Maharashtra: TPC-D 100 MW
- Karnataka: BESCO 50 MW
- Gujarat: GUVNL 30 MW
- 3rd Party 20 MW

Business Model

- Mainly Regulated
- Tariff based on State regulations

Generation (MU)



	Tariff (Rs / kwh)	Annual Escalation
Maharashtra	3.50	Rs 0.15 for 13 yrs
Karnataka	3.40	None for 10 yrs
Gujarat	3.50	None for 20 yrs

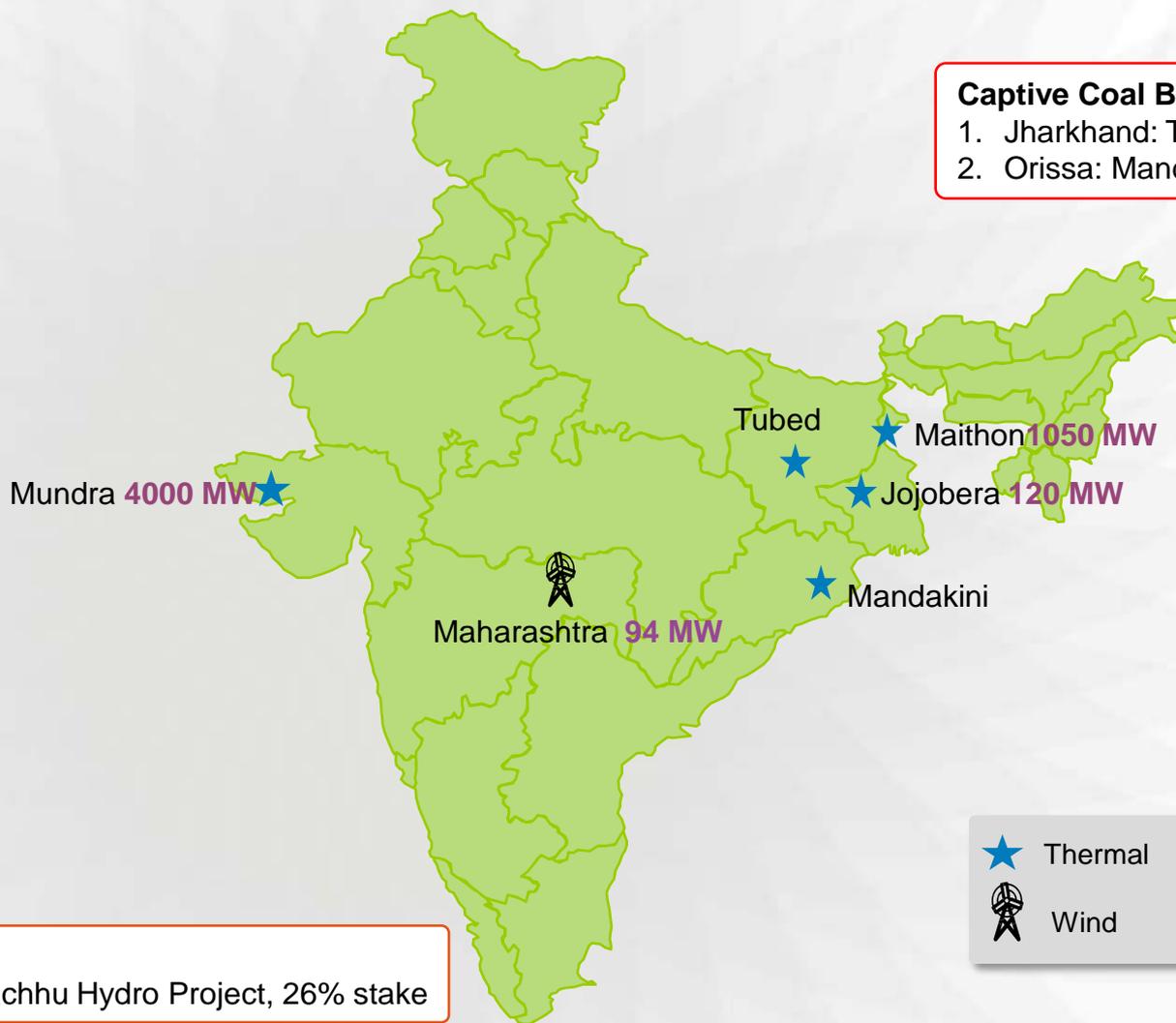
* Third Party Sale allowed subject to respective SERC regulation



Part C: Projects



Generation Projects Under Implementation



Capacity

- 4000 MW (5 x 800 MW)

Ownership Structure

- 100% subsidiary; Coastal Gujarat Power Limited

Business Model

- Case 2 – Bid Driven

Fuel Requirement

- Imported Coal, 11-12 mtpa

Fuel Source

- Offtake agreement with KPC and Arutmin for $10.11 \pm 20\%$
- Looking for additional mines in Australia, Mozambique, S. Africa

Customers

- Gujarat (1805 MW), Maharashtra (760 MW), Punjab (475 MW), Haryana (380 MW), Rajasthan (380 MW)

Funding

- Project Cost: Rs 17,000 Cr (D/E: 75:25)
- As of FY10: Debt drawn – Rs 4473 Cr, Equity invested – Rs 1786 Cr
- Financial closure completed in April 08
- Lenders: IFC, ADB, KEIC, KExim, SBI consortium
- All pre-disbursement conditions completed

Completion

- Targeted by 2012 vs 2014 as per bid conditions



Mundra
UMPP

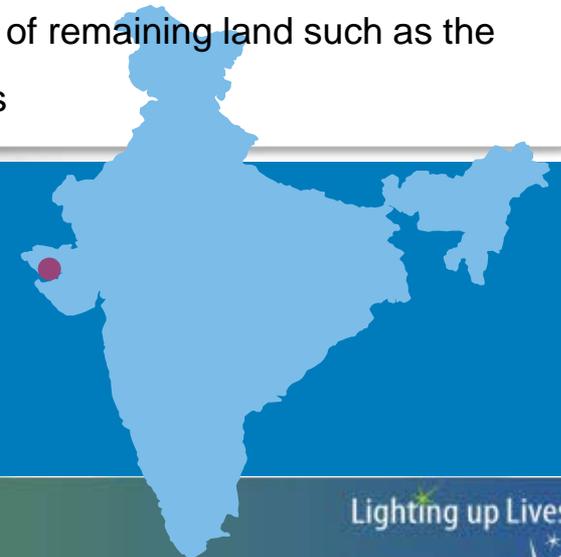


Current Status

- Overall 53% work completed; 10,500 people on site

Construction Activities

- Unit 1 Boiler Hydro testing successfully completed on April 3, 2010
- TG and Auxiliaries for Unit 1 received on site and TG Stator placed on deck
- Structural erection work for Unit 2 is in very advanced stages
- CW and coal handling systems as well as other civil works are also on track
- Coal jetty with coal unloading facilities is expected to be ready by end of 2010
- Regular co-ordination meetings with PGCIL for timely readiness of evacuation lines
- Going forward, tight project timelines for TG commissioning, smooth coordination across multiple vendors on site and possession of remaining land such as the outfall channel will be crucial to project progress



TG Unit Column 1



Switch Yard Control Bldg

Mundra
UMPP



Mundra – Site Photographs

West Side View



Mundra – Site Photographs

Intake Channel - Charged



Mundra – Site Photographs



Boilers – All 5 Units



Capacity

- 1050 MW (2 x 525MW)

Ownership Structure

- 74: 26 JV of Tata Power and Damodar Valley Corporation

Business Model

- CERC Regulated

Fuel Requirement

- Domestic Coal

Fuel Source

- 100% linkage sanctioned. Active discussions on to sign Fuel Supply Agreements with coal mines

Customers

- DVC (300 MW), NDPL (300 MW), WBSEB (150 MW), PSEB (300 MW)

Funding

- Project Cost: Rs 4450 Crores; (D/E: 70:30)
- Debt syndication completed
- As of FY10: Debt drawn – Rs 1599 Cr, Equity – Rs 659 Cr

Expected Returns

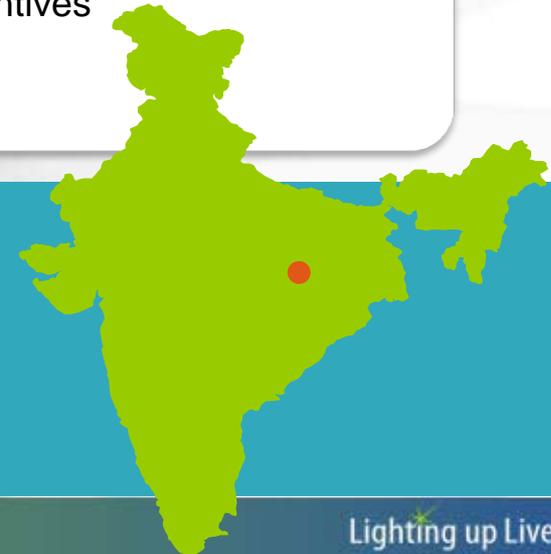
- Regulated: 15.5% ROE + Performance Incentives

Completion

- Unit 1: 2010, Unit 2: 2011



Maithon



Current Status

- Over 82% of work completed

Construction Activity

- **Unit 1:** Boiler Hydro test completed on March 23rd, 2010
- **Unit 1:** Turbine erection to start shortly
- FSA with BCCL signed for 1.6 MTPA; other FSAs expected soon
- We expect to sign FSAs with CCL (~2 MTPA) and Tata Steel (~1 MTPA)
- Railway land approval to undergo some modification due to Delhi-Kolkata rail corridor being planned
- Would require additional capex of ~Rs. 380 Cr
- Plan to transport coal from BCCL mines by road (a distance of 15 km)

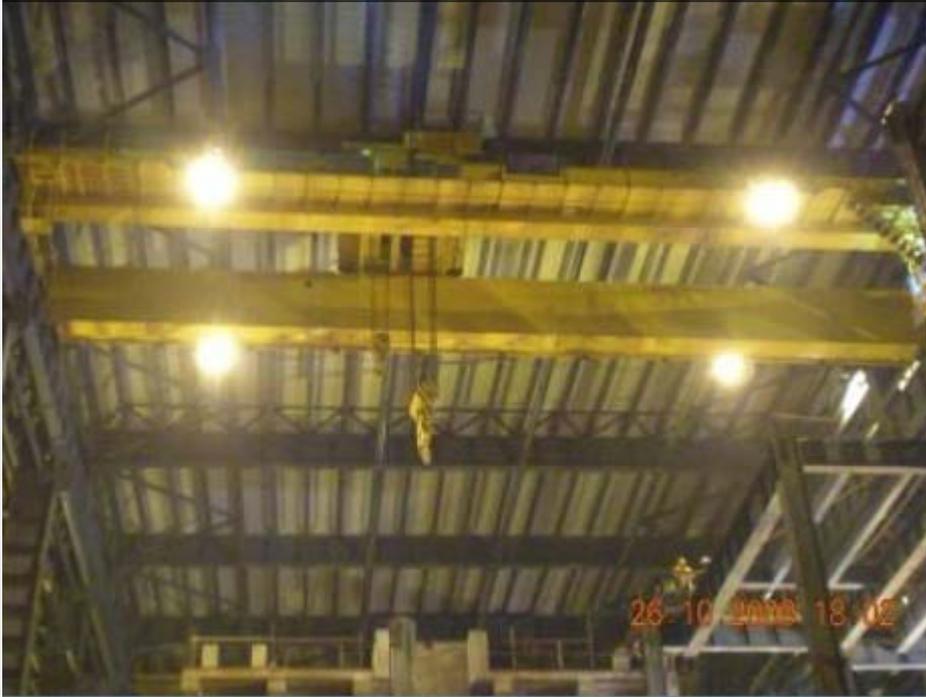


Maithon



Maithon – Site Photographs

EOT Crane #1 commissioned at Power House #1



Power House #1 structural erection in progress

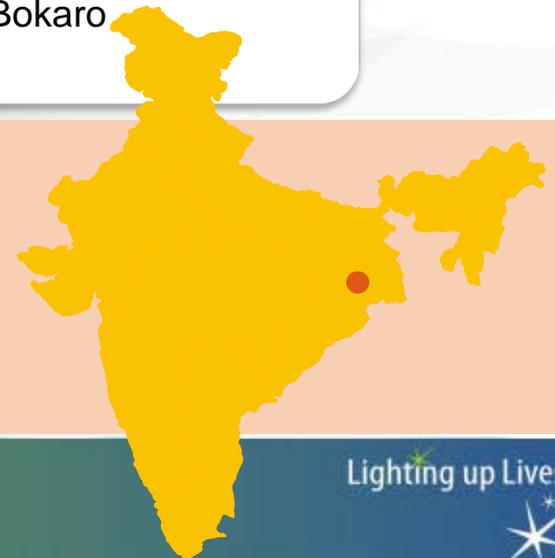


IEL – Unit 5, Jojobera

- | | |
|------------------------------|--|
| Project Capacity | <ul style="list-style-type: none">• 120 MW |
| Ownership Structure | <ul style="list-style-type: none">• IEL |
| Business Model | <ul style="list-style-type: none">• CPP |
| Funding | <ul style="list-style-type: none">• Project Cost: Rs 620 Crores• D/E 70:30 |
| Construction Activity | <ul style="list-style-type: none">• Synchronized on April 13, 2010• CoD expected in Q1 FY11 |
| Project Description | <ul style="list-style-type: none">• Fuel: Coal Linkage from West Bokaro and Mahanadi Coal field. |



Captive Power Plants

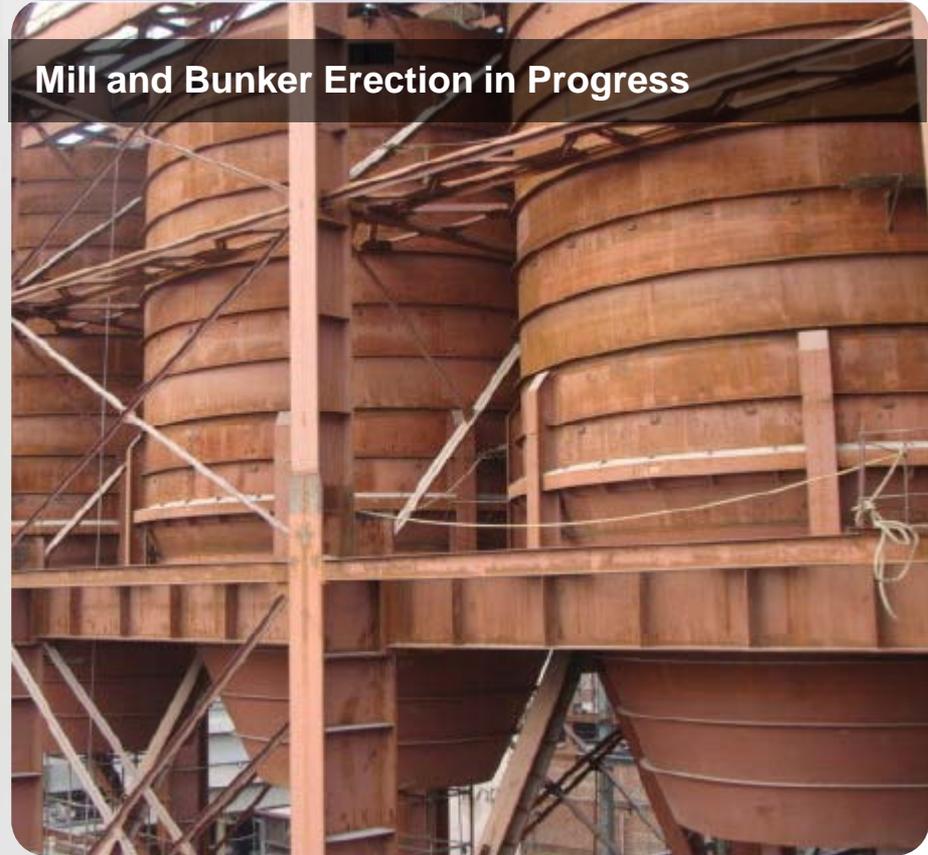


Jojobera (Unit 5)

CW Pump Motors Erected



Mill and Bunker Erection in Progress



Hydro Projects

JV with SN Power

- Exclusive partnership agreement with SN Power, Norway to develop joint hydropower projects in India and Nepal
- Aim to have 2000 MW under construction or in operation by 2015
- Establish jointly owned Services Company to provide technical and managerial expertise

Dagacchu 114 MW Hydro project

- 2 x 57 MW run of the river Hydro project with Tata Power holding 26% and 74% of the Royal Govt of Bhutan
- Project cost of USD 200 million with a debt equity of 60: 40; Debt being tied up with ADB and other lenders
- Major clearances in place
- Contracts for civil work and Equipment in place
- PPA signed with Tata Power Trading
- Bhutan Power Transmission to provide transmission access to Bhutan border



The National Solar Mission

TARGET Grid-parity for solar power by 2022, and coal-based parity by 2030

ROADMAP

Installed Capacity (in MW)	Phase I 2009 - 2013	Phase II 2013 - 2017	Phase III 2017 - 2022
Grid-connected	1000 - 2000	4000 – 10,000	20,000
Off-grid	200	1000	2000

POLICY INCENTIVES - HIGHLIGHTS

- **Solar Power Purchase Obligation**

Solar power purchase obligation may start with 0.25% in Phase I (2009 – 2013), and it may increase up to 3% by 2022

- **Power Purchase Agreements (PPA)**

NTPC Vidyut Vyapar Nigam Ltd (NVVN) as nodal agency to enter into 25 year PPAs with developers for plants set up before March ‘13 and grid connected at 33 kV or above

- **Tariffs for utility-sized plants**

Feed-in-tariff as determined by CERC guidelines. The generic tariff for Solar PV based on current technology and related costs is estimated at **Rs 18.44 per kWh**

Solar Generation: Key CERC Guidelines

Eligibility:	Technologies approved by the MNRE
Tariff period:	25 years for Solar PV and Solar Thermal Projects (also its 'useful life')
Capital Cost:	Rs 17 Cr/MW for Solar PV and Rs 13 Cr/MW for Solar Thermal projects Actual capital cost can be used for the determination of a project-specific tariff after petition by developer to CERC with DPR and other information as required
O&M Expenses:	Rs 0.09 Cr/MW for PV and Rs 0.13 Cr/MW for Solar Thermal; 1 st yr of operation Escalated at the rate of 5.72% per annum
D:E Ratio:	70:30; equity in excess of 30% will be treated as a normative loan
Loan tenure:	10 years at SBI PLR + 1.5% Repayment of loan from the first year of commercial operation
Return on Equity:	Pre-tax 19% p.a. for the first 10 years; pre-tax 24% p.a. from the 11 th year onwards
PLF:	19% for Solar PV and 23% for Solar Thermal projects
CDM Benefits:	0 – 6 years - CDM benefits for project developer fall from 100% to 50% After 6 years - Beneficiaries and the project developer to equally share CDM benefits.
Subsidy/Incentive:	CERC to consider incentives (like accelerated depreciation) or subsidies available to project developers for the computation of the generic tariff



Captive Coal Blocks

Mandakini Coal Block

- 7.5 MTPA (jointly allotted with Jindal Photo Film and Monnet Ispat & Energy - each JV Partner having a share of 2.5 MTPA) at Dist. Angul, Orissa
- Mining plan approved by MoC
 - Land acquisition for the coal block is expected by March 2012 and 6(i) notifications have already been issued
 - Mines expected to be operational from mid-2014*

Tubed Coal Block

- 5.75 MTPA [Jointly allocated with Hindalco at Latehar, Jharkhand – Hindalco (60%) 3.45 MTPA & Tata Power (40%) 2.30 MTPA]
- Mining plan has been approved and submitted to the Govt. of Jharkhand
- Land acquisition activities for the coal block are in early stages
- Start of Coal Production* – FY 13

* Subject to timely land acquisition and clearances



Projects in Pipeline

Generation

Project	Fuel Source	Capacity (MW)
Corus (Tata Steel)	Production Gases (Corus)	525
Coastal Maharashtra (Dehrand)	Imported Coal	1600 + 800
Naraj Marthapur IPP	Captive Coal - Mandakini	1200
Tiruldih IPP / CPP	Captive Coal – Tubed + Coal from Tata Steel	1200
Tama Koshi, Nepal	Hydro	800

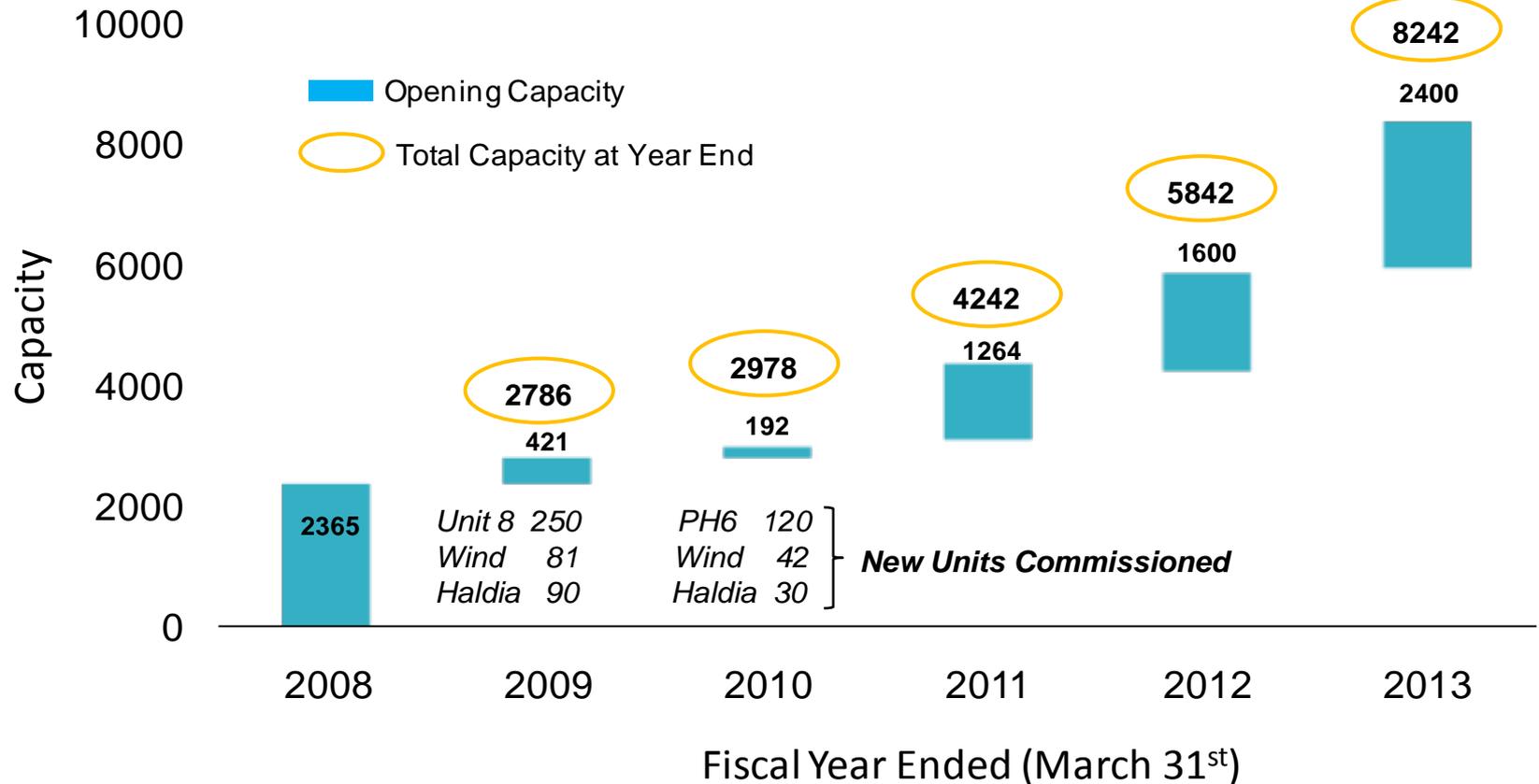
Others

Mumbai License Area	Project Description
Distribution	- Infrastructure development for retail supply to new customers
Transmission	- Addition of new transmission lines, 1000 MVA transformer capacity for increasing load and System upgradation to 400 kV



Generation Capacity (Tata Power Group)

Excludes Projects Under Planning

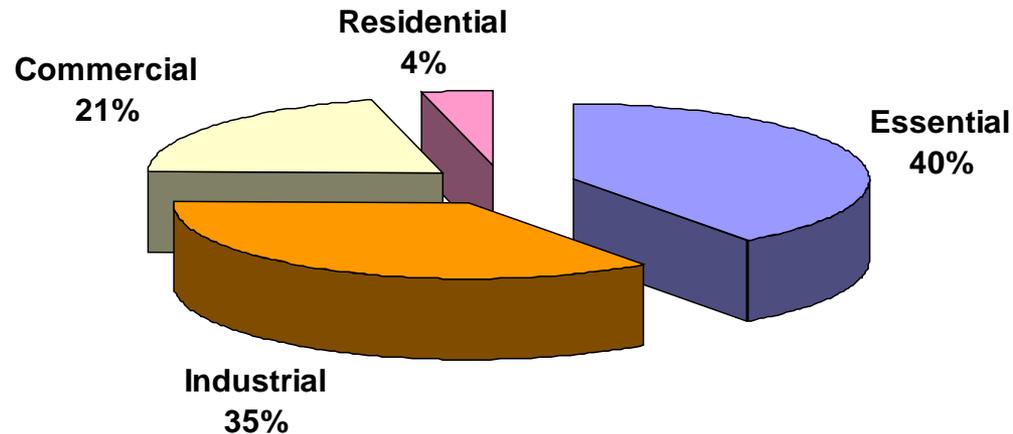


Part D: Other Power Businesses



Distribution Customer Profile – Mumbai LA

Sales (MUs)



- Over 50,000 customers since MERC Order allowing us to distribute power to retail customers
- ~500 customers being added every day

Regulated Equity: Rs 187 Cr (FY 10)

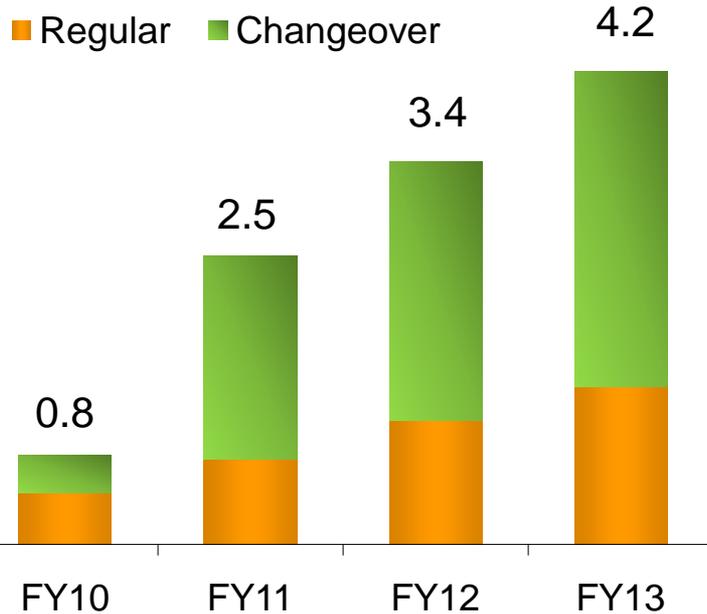
RoE: 16%

Bill payment Kiosk

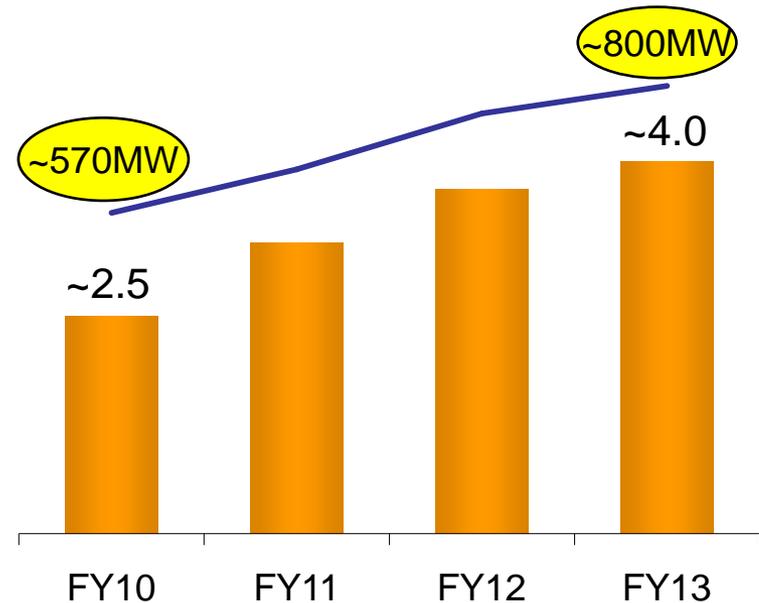


Our Growth Expectations in Mumbai

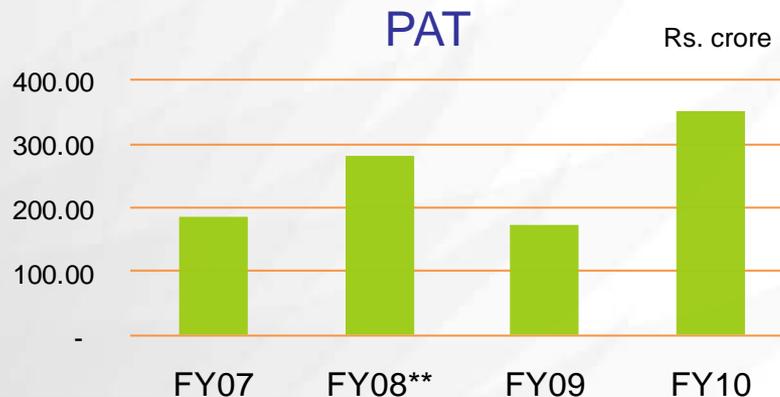
Customer Base (Lakhs)



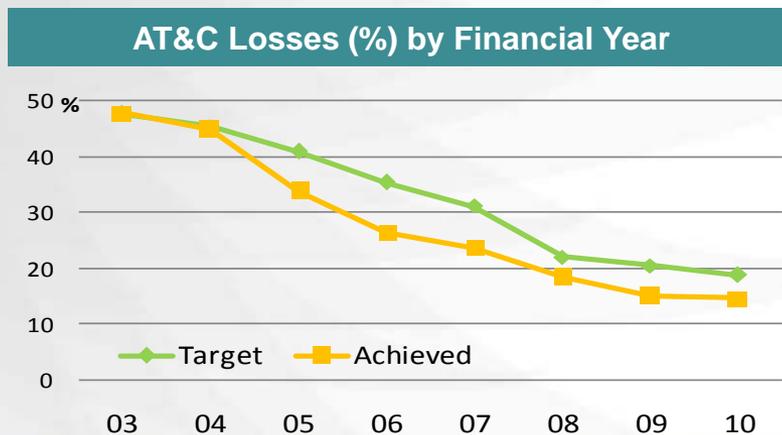
Energy (BU) and Peak Demand (MW)



- Customer Base** • >1 million customers with 5000 MUs of consumption
- Business Model** • Regulated
- Revenue (FY10)** • Rs 3277 Cr
- Regulated Equity** • Rs 720 Cr
- ROE %** • 16% on capitalized asset base
- Incentive Structure** • Upto 15% of AT&C losses: retain 50% of additional revenue
• Further, retain total revenue
- Dividend** • 14% (PY: 12% on enhanced capital)

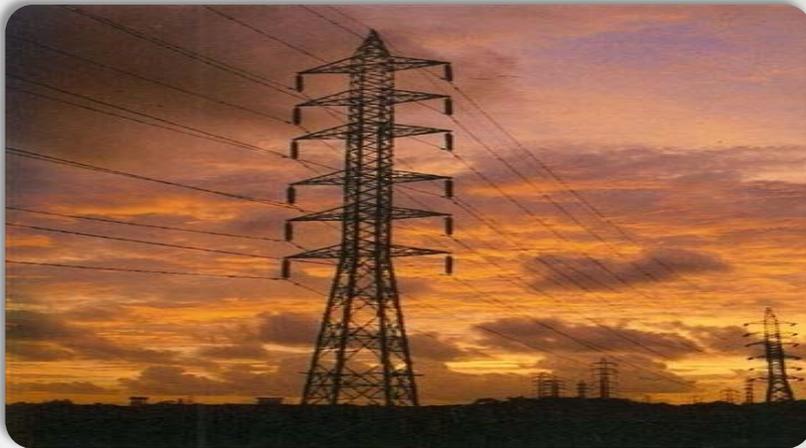


* Reset of Target AT&C losses after FY07 for next 5 years
 ** Includes Rs 220 cr of trued up depreciation income; Method of depreciation has also changed FY09 onwards.



Mumbai LA - Transmission

- Around 1100 ckm network comprising of 973 ckm of 220 kV / 110 kV overhead lines and 124 ckm of 220 kV / 110 kV underground cables.
- Two Extra High Voltage (EHV) lines capacity augmented (170 MVA to 350 MVA) by replacement of the conductor with new technology “High Ampacity conductors”
- Transformer capacity at Receiving Stations has also been augmented by 300 MVA.



Regulated Equity: Rs 521 Cr (FY 10)

RoE: 14%

Incentives* : Rs 5 Cr (FY 10)

** As per FY10 audited accounts, subject to regulatory scrutiny*



Capacity

- 1200 km 400 kV double-circuit transmission lines

Business Model

- Regulated

Revenue (FY10)

- Rs 301 Cr

Regulated Equity

- Rs 464 Cr

ROE %

- 15.5%

Incentive Structure

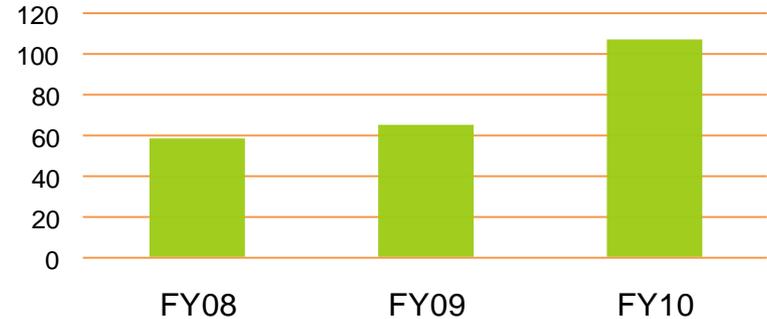
- As a percent of equity on availability above Target of 98%

Dividend

- 10%

PAT

Rs. crore



Incentives

3.7

8.4

5.8

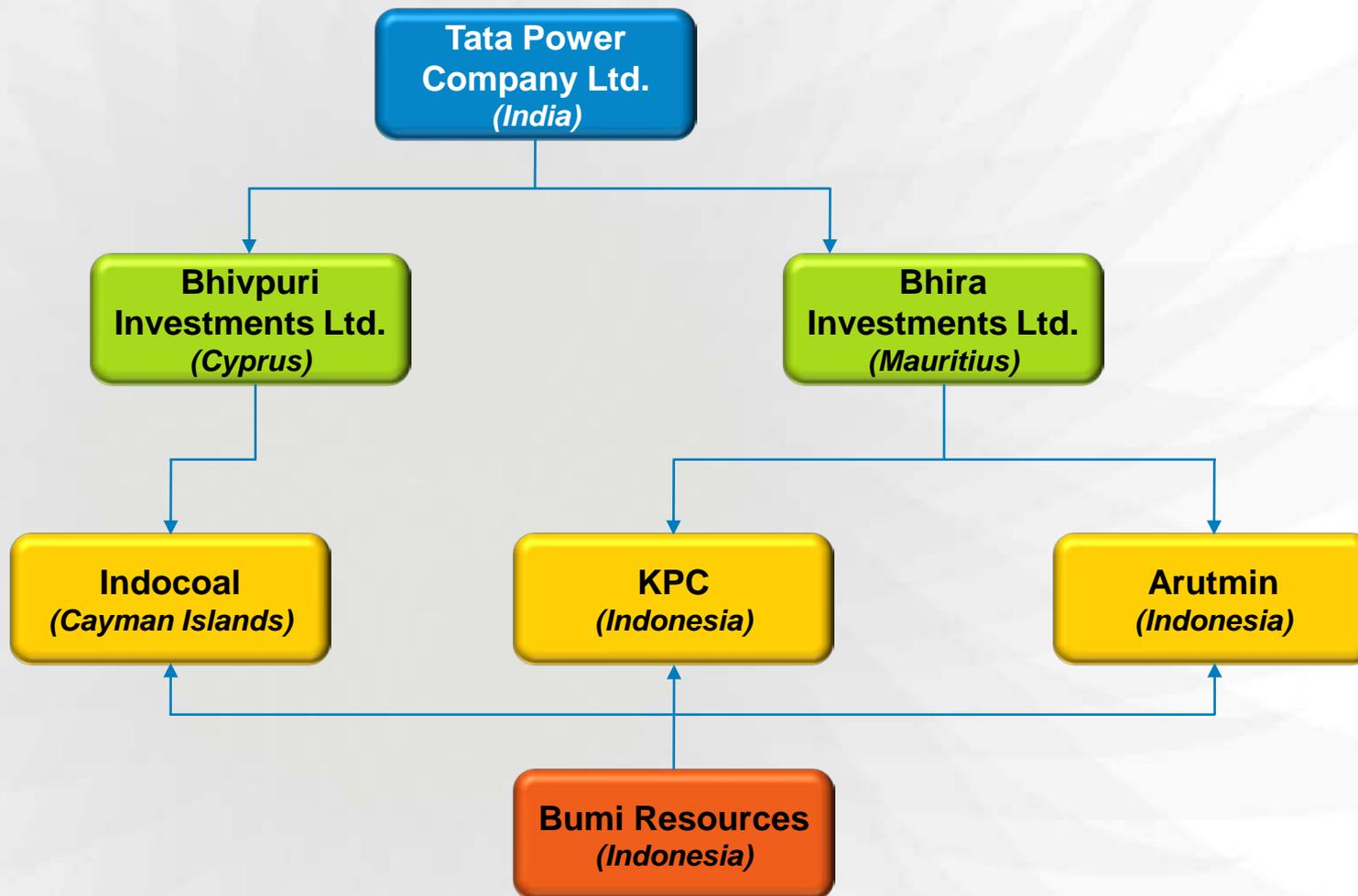
Kosi River Crossing



transforming dreams into real solutions for all



Indonesian Coal Mines – Structure of Investment



Indonesian Coal Mines

Organizational Structure

- 40% representation on the Board of Commissioners and the Board of Directors with affirmative rights
- CFOs at KPC and Arutmin have been nominated by Tata Power
- Representation on the Management Committee

Offtake Agreement

- 10.1± 20% MT on a take or pay basis
- Indocoal Resources (Cayman) agrees to trade outside of India any coal that Tata Power cannot use
- Delivery of coal shall start as per the pre-determined start-up tonnage and contract tonnage upon commissioning of new units. This can be varied with advance notice.
- Ability to ramp up the coal supply as per commissioning of new units



Indonesian Coal Mines

Operating Performance	CY '09	CY '08
• Quantity mined (MT)	~63	~53
• Average Selling Price (FOB USD/ton)	~62	~73
• EBITDA from Operations (USD mn)	815	1131
Source – Bumi Resources		

Debt Repayment Schedule (as of Mar '10)

Loan	Loan Amount (USD mn)	Amount O/S (USD mn)	Interest Rate	Maturity	Repayment Details
Non- Recourse	590	354	1M LIBOR + 3.25%	May 2014	Bullet of USD 175 million
Recourse	270	270	6M LIBOR + 0.9%	May 2014, 2015	Two equal installments at end of 6 th year and 7 th year
Short Term Recourse	70	70	6M LIBOR + 3%	July 2010	Bullet

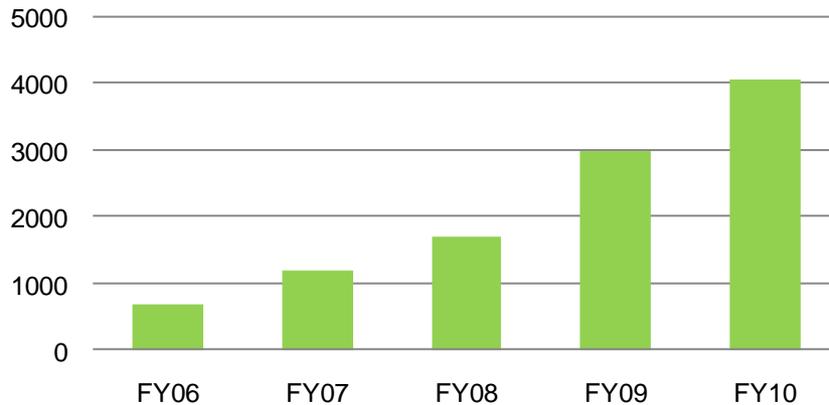


Shipping Subsidiaries

- Trust Energy Resources Pte Ltd incorporated in Singapore for owning ships to meet shipping requirements and trading in fuels, Energy Eastern Pte Ltd incorporated for chartering of ships
- Present shipping requirements of 8 vessels for Mundra
- To be met through a combination of long term charters and out right purchases of Capesize vessels – 3 LT charters signed and 2 Korean build vessels purchased for delivery in 2011
- Spare capacity may be used commercially



TPTCL Sales (MU)



FY10

Revenue – Rs 2357.7 Cr

PAT – Rs 8.2 Cr

**TPTCL is currently
the third largest
trading company
with 9.26% market
share**



Part E: Other Businesses



Strategic Electronics Division (SED)

- Revenues of Rs.123 Cr (Mar 10) against Rs.101 Cr during the previous year.
- First batch of Pinaka Launchers was successfully subjected to Factory Acceptance Tests (FAT) by the Ministry of Defence
- SED completed the delivery of Air Defence Systems based on Commercial - Off - The - Shelf technology to all the 16 designated sites, with Installation and Commissioning completed at 13 sites.
- Defence spend over Rs. 400 bn, 40% indigenous. Expected growth ~ 15%.
- SED is fast emerging as a Prime Contractor to MoD for Indigenous Defence Products.
- SED part - completed Phase I of its factory upgrade with state - of - the - art facilities covering Assembly, Testing and System Integration, Protoshop, Clean Rooms, etc. and is currently working towards setting up of an advanced EMI - EMC Test facility and an upgraded training infrastructure.





Tata BP Solar



- 51:49 JV between BP Solar and Tata Power
- Market leader in Solar Photovoltaic technology in India with a turnover of Rs 976 crores in FY10
- The turnover of the Co. in India and SAARC region is about Rs. 278 crores. With exports to BP Solar accounting for about Rs. 698 Crores
- Nearly 75% of sales from exports largely to Europe and USA
- Plant with Solar cell manufacturing Facility with installed capacity of 46 MW and Module Manufacturing Facility with installed capacity of 115 MW as of March '10



Part F: Financial Performance



Standalone – Year Ended March 2010



Rupee in Billions	FY10	FY09
Operating Income	70.98	72.36
Operating Expenditure	(52.36)	(61.17)
Operating Profit	18.62	11.19
Interest & Finance Charges	(4.07)	(3.06)
Depreciation	(4.78)	(3.29)
Other Income	2.29	4.88
Profit Before Tax	12.59	11.16
Provision for Taxes	(3.20)	(1.95)
Profit After Tax	9.39	9.22
Statutory Appropriations	0.09	0.45
Profit After Statutory Appropriations	9.48	9.67



Consolidated – Year Ended March 2010

Rupee in Billions	FY10	FY09
Operating Income	189.86	180.61
Operating Expenditure	(151.51)	(145.16)
Operating Profit	38.35	35.35
Interest & Finance Charges	(7.64)	(7.09)
Depreciation / Impairment	(8.93)	(9.37)
Other Income	1.33	3.99
Profit Before Tax	27.67	24.64
Provision for Taxes	(6.28)	(11.65)
Profit Before Minority Interest	21.39	12.99
Minority Interest/ Associates	(1.72)	(0.80)
Profit After Minority Interest	19.67	12.19
Statutory Appropriations	0.09	0.45
Profit After Statutory Appropriations	19.76	12.64



Funding Requirement

Own Funds (Rs.5,500 Crores)

- Internal accruals: Rs.2800 Crores
- GDR proceeds: Rs. 1600 Crores
- FCCB proceeds: \$ 300 mn
(equivalent to Rs. 1400 Crores)

Debt (Rs.18,100 Crores)

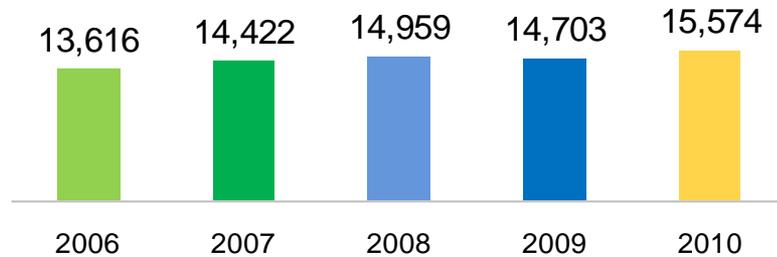
- Domestic loans through domestic financial institutions, banks and capital markets
- Foreign loans through external Credit Agencies and Multilateral Agencies: ADB, IFC
- Of the required debt, Rs. 14,000 Crores will be drawn from debt already arranged

Total Fund Requirement (from Apr 2009 to Mar 2012 for Projects under Implementation): Rs.23,600 Crores

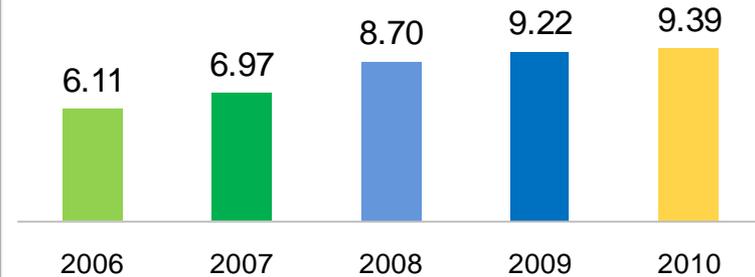


Tata Power – Financials (Standalone)

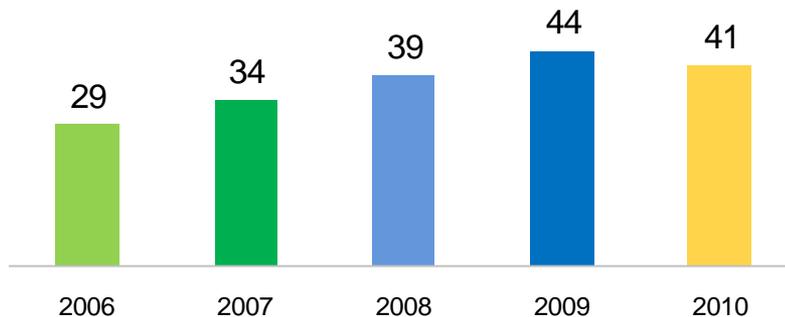
Annual Sales (MU)



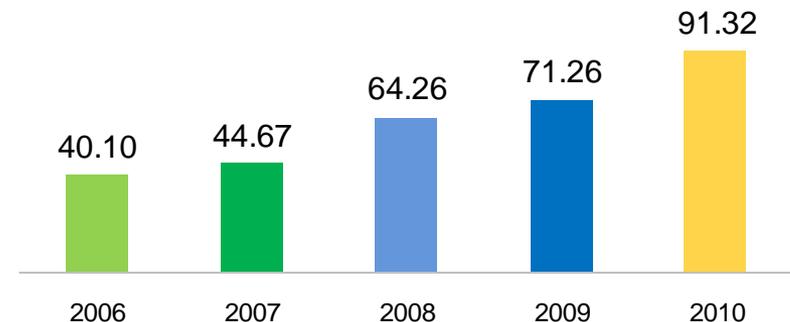
Profit After Tax (In Billion Rs.)



EPS (in Rs.)



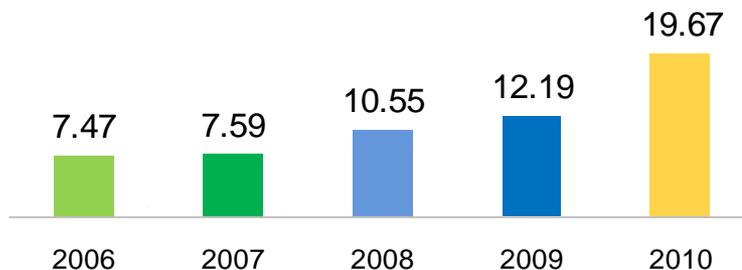
Net Worth (In Billion Rs.)



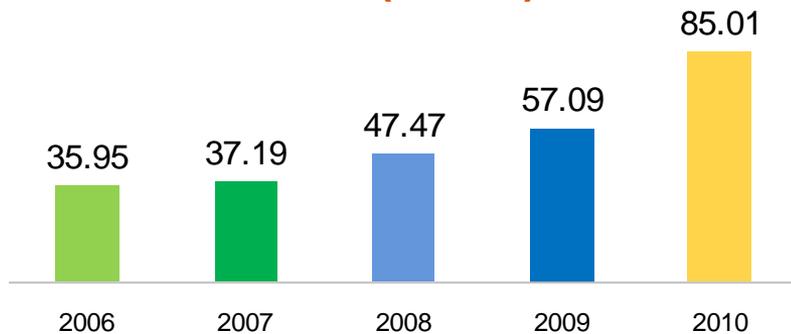
Tata Power – Financials (Consolidated)



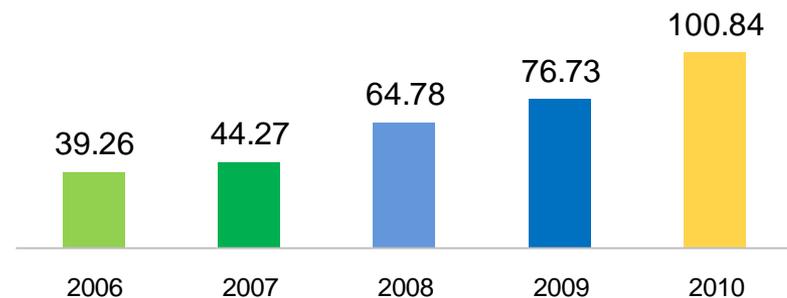
Profit After Tax (In Billion Rs.)



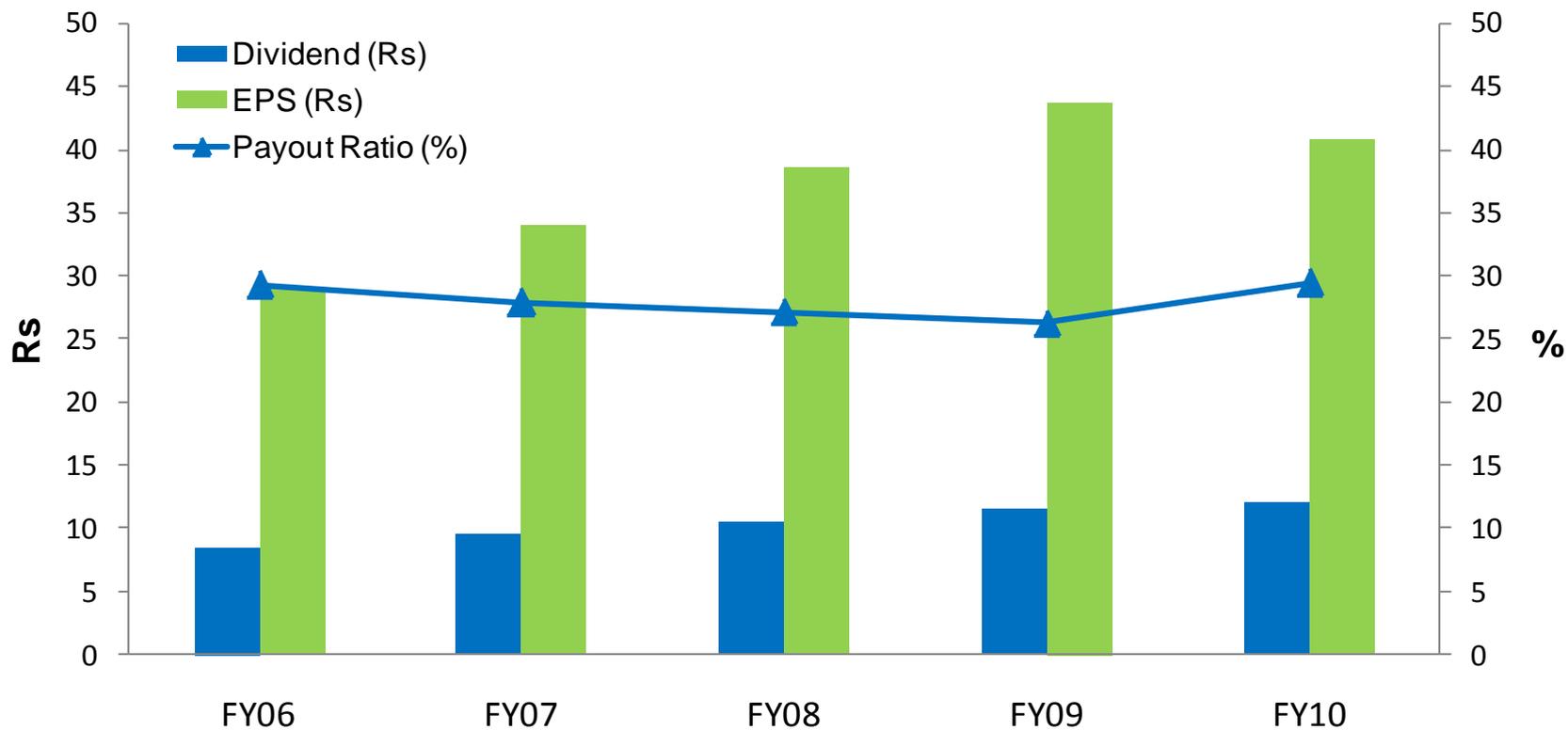
EPS (in Rs.)



Net Worth (In Billion Rs.)



Dividend History



Part G: Sustainability



Our Sustainability Initiatives

- Trombay SO₂ emission of 24TPD (1330MW) - one of the most stringent
- Forum of 46 global companies: New policy framework on Combating Climate Change (3C)
- Carbon Footprint calculation for the Company completed
- Sustainability Council formed - 17 CDM Projects Identified
- Utilization of waste hot gases from steel plants for power generation



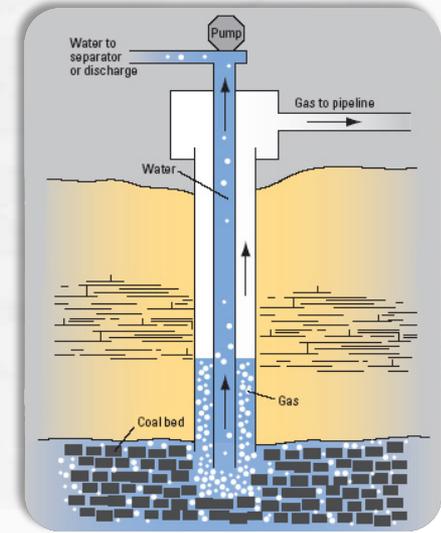
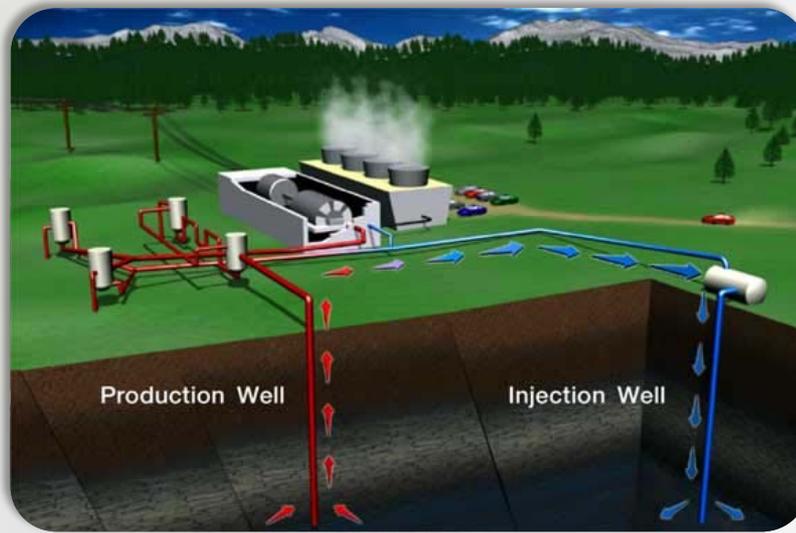
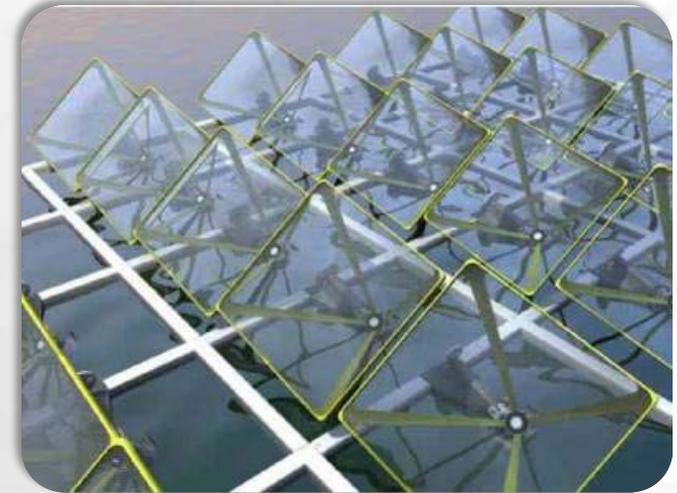
Thrust on Renewables

- Wind: Exploring newer technologies and development options
- Solar: National Solar Mission Opportunity
- Geothermal: Opportunities in Australia, Indonesia and India
- Hydro Power: Identification and development of hydro projects
 - 26% stake in Dagachhu Hydro Project in Bhutan
 - JV with SN Power, Norway to develop projects in India and Nepal
- Nuclear: Preparing ground work for future.
- Gas: Evaluating options to convert existing oil units to gas
- Clean Coal Technology: Exergen – Drying Brown Coal



Various Technologies being Explored

- Solar Concentrated Thermal (SCT)
- Geo Thermal energy
- Coal beneficiation technologies



Demand Side Management and Energy Conservation



- Tata Power Energy Club formed for curbing energy wastage through school children. The Club has sensitised over 50,000 students across India who have sensitised over 75,000 people in their community
- Energy conservation awareness campaigns for Customers & Schools
- DSM Workshop conducted for all utilities in Maharashtra



Our initiatives on DSM and Energy Conservation



“ My Mom chooses to keep the AC at 24°C
She is 'Lighting up Lives!' ”

Hi, we are the Energy Champions! Tata Power has made us so. Their latest initiative on energy conservation is the formation of Tata Power Energy Club where Tata Power has come to our schools and spread awareness amongst us on the importance of energy saving for tomorrow. Being India's largest integrated power company, they believe that we hold the future promise to responsible energy usage.

Let us all act with urgency of purpose and follow the few simple steps below that would help us prevent power shortage besides reducing electricity bills.

Keep the ACs at 24°C:

Every time one more AC is switched on and every time an AC's temperature is lowered by 1 more degree, a huge load is added to the power supply. We can avoid power cuts if we give up 'freezing' for 'cool enough'. Let's all go 24 this summer - It's not that hard to get used to.

Switch off from the Plug Point:

We can save an unbelievable 5% power if we switch off from plug points and not allow power to be consumed in stand-by-mode! So, let's switch off our ACs, TVs, washing machines, microwaves, mobile chargers, etc. from the (main) plug point. Every single time.

Shift usage away from the 10 am - 8 pm Peak Time:

There is a huge demand on the power supply during these hours as commercial establishments switch on power. Let us avoid adding to the load by using our daily appliances before 10 am or after 8 pm. Washing machines, geysers, irons, building water pumps, etc. - all that which can be shifted without much inconvenience.

After all, it is up to each one of us to make the change because 'Lighting up Lives!' is not just about providing electricity, it's also about saving electricity.

Visit us at www.tatapower.com and www.tatapowerenergyclub.com to know more about us.

TATA POWER
Lighting up Lives!

ISSUED IN THE PUBLIC INTEREST BY TATA POWER



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Let us all act with urgency of purpose and follow the few simple steps below that would help us prevent power shortage besides reducing electricity bills.

Do not keep the fridge door open for long:

We can spare a thought about keeping the fridge door open for long (avoidably, keeping it open more than necessary affects the cooling capacity of the appliance leading to higher power consumption).

Keep the ACs at 24°C:

Every time one more AC is switched on and every time an AC's temperature is lowered by 1 more degree, a huge load is added to

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