



5<sup>th</sup> June 2017  
BJ/SH-L2/

BSE Limited  
Corporate Relationship Department  
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Rotunda Bldg., P. J. Towers  
Dalal Street, Fort  
Mumbai – 400 001.  
Scrip Code: 500400

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

Dear Sirs,

**Tata Power launches Super-Efficient BLDC Ceiling Fan program for the consumers  
in Mumbai on World Environment Day**

Tata Power has always been at the forefront of propagating energy conservation and efficiency in the country. In continuation of these efforts and on the occasion of World Environment Day, Tata Power, as part of its Demand Side Management (DSM) initiatives, has launched super-efficient ceiling fan program for its residential consumers in Mumbai.

The program has been rolled out by Tata Power in partnership with "Atomberg Technologies", an award-winning start-up launched by the alumni of IIT-Mumbai.

The objective of the program is to encourage the residential consumers to adopt highly energy efficient ceiling fan solutions, thereby saving electricity. The ceiling fans named 'Gorilla' are based on the Brushless DC (BLDC) technology that are more energy efficient than five-star ceiling fans available in the market, consuming just 28 Watts at the highest speed. These fans come with a smart remote control, which has speed control, sleep and timer mode. Under this program, each residential consumer is eligible to procure 4 ceiling fans at a price of ₹ 1750 each, against a market price of ₹ 3,500 each.

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.

**TATA POWER**

The Tata Power Company Limited

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## **Tata Power launches Super-Efficient BLDC Ceiling Fan program for the consumers in Mumbai on World Environment Day**

**Mumbai, 5<sup>th</sup> June 2017** – Tata Power, India's largest integrated power company, has always been at the forefront of propagating energy conservation and efficiency in the country. In continuation of these efforts and on the occasion of World Environment Day, Tata Power as part of its Demand Side Management (DSM) initiatives, has launched super-efficient ceiling fan program for its residential consumers in Mumbai.

The program has been rolled out by Tata Power in partnership with "Atomberg Technologies", an award-winning start-up launched by the alumni of IIT-Mumbai.

The objective of the program is to encourage the residential consumers to adopt highly energy efficient ceiling fan solutions, thereby saving electricity. The ceiling fans named 'Gorilla' are based on the Brushless DC (BLDC) technology that are more energy efficient than five-star ceiling fans available in the market, consuming just 28 Watts at the highest speed. These fans come with a smart remote control, which has speed control, sleep and timer mode. Under this program, each residential consumer is eligible to procure 4 ceiling fans at a price of Rs. 1750 each, against a market price of Rs. 3500/- each.

Commenting on the initiative, **Mr. Ashok Sethi, COO and Executive Director, Tata Power**, said, *"Energy management and conservation are more important today than ever before and innovative technologies like the BLDC technology can be a game changer for it. Ceiling fans are one of the most important but often underrated appliances when we think of energy efficiency in homes. This program is in continuation of our efforts to promote end-use energy efficiency by offering the cutting-edge solutions at a highly discounted rate. Such initiatives reiterate our commitment towards energy efficiency and demand side management, both of which are vital to Tata Power's commitment to 'Sustainability'."*

The products will be home delivered to the consumers who register for the program. The consumers would also get an exclusive three-year warranty on these Ceiling Fans. To avail to the scheme, consumers can register themselves online at "BE GREEN" on the Tata Power website or at 24X7 call center.

Tata Power's DSM Programs are gaining wide spread momentum, more so due to its tremendous potential to save energy costs to the consumer. In last few years, Tata Power has launched diverse DSM programs which include appliance exchange, load shift and energy audits. Some innovative programs like "Demand Response", a smart grid solution and "Thermal storage", a load shift solution were acknowledged at national level. Tata Power is one of the earliest utilities in India to have embraced DSM programs in a wide spread manner.

### **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 10613 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 2.6 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 3141 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](http://www.tatapower.com)

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