

Tata Power bestowed upon with the highest accolade in the field of Innovation, “The Edison Award”

National, 9th April 2020: Tata Power has been conferred with the honourable Global, “Edison Award” for its “Club Enerji #Switchoff2SwitchOn” campaign under **Social innovation category and Social Energy Solutions subcategory**. The Edison Awards, named after Thomas Alva Edison, recognizes and honours the world’s best innovations and innovators. Being recognized with an Edison Award is one of the highest accolades a company can receive in the name of innovation and business success. The Edison Awards honour excellence in new product and service development, marketing, human-centred design and innovation. Award winners represent "game changing" products and services, as well as excellence and leadership in innovation around four criteria: Concept, Value, Delivery, and Impact.

Tata Power’s Club Enerji, a 12-year old sustainability initiative targeting school children, has today emerged as a successful model year ahead of it becoming a global movement. This sustainability initiative has brought in 533 participating schools across India that has saved 29.8 million units of power since it started in 2007. At an average per capita consumption of around 1,200 units, the savings in power can be equated to the annual consumption for around 25,000 households in India. Club Enerji believes in guiding its members through the four stages of sensitisation - Educate, Enhance, Engage, and Empower, and developing a self-sustained community that will take the cause forward.

Apart from India, Tata Power Club Enerji also has followers in countries in at least three continents including Asia, Europe, North America in countries such as France, Germany, United States, Ireland, Philippines, Bangladesh, United Arab Emirates, South Africa and Nepal. The Club has various accolades associated to its name like a case study, done by IIM Ahmedabad, on the Club Enerji initiative titled, 'Club Enerji: The Case Study of Tata Power's initiative to promote Energy Conservation among School Children', The Club Enerji movement was showcased at a prestigious, global platform at a TEDx IIM Ahmedabad event on the topic: "Driving Conservation Through Shaping the Future Generation", Bagged with Best Corporate social responsibility practice recognition at Asian Leadership Award, BEST PRAX (best practice) at International forum in Auckland and many more national and international recognition that the club has been accredited with.

Elated by this achievement, **Mr. Praveer Sinha, CEO & MD, Tata Power** said, *“The role of any business is not just about giving back to society but also ensuring that its practices are socially responsible and environmentally sound. We continue to be guided by Jamsetji Tata’s philosophy of meaningfully impacting lives. We are extremely glad and thankful to Edison Awards for this recognition. This award is a testament of our efforts to constantly introduce business innovations and inspire future generations.”*

Club Enerji’s #SwitchOff2SwitchOn is a call to action campaign hosted on Green Community & amplified via Digital, BTL, PR, Internal Platforms & on-ground activities.’ The campaign hosted several Contests, Plastic Cleanliness Drives, Educational AVs & creatives to Switch Off irresponsible consumption & Switch On smart practices leading to savings. The initiative has -

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- Globally garnered 2 million+ impressions on digital platforms organically.
- 10,000+ pledges on Green Community organically.
- The “Switch Off Plastic” drive collected over 86 tonnes of plastic.
- Reached 533+ schools nationwide
- Sensitized over 25 million citizens
- Saved 29.8+ million units of energy which is enough to light up almost 10,000 households for a year
- Produced 3,47,986 Energy Champions & 3,86,633 Energy Ambassadors
- Built 2000+ self-sustaining Mini Energy Clubs.
- The energy savings of this programme are equivalent to saving 25,000 tonnes of CO2.

All nominations are reviewed by the Edison Awards Steering Committee and the final ballot sent to an independent judging panel. The judging panel was comprised of more than 3,000 professionals from the fields of product development, design, engineering, science, marketing and education, including professional organizations representing a wide variety of industries and disciplines.

For more information on the Edison Awards, please visit www.edisonawards.com Applications for the 2021 awards will open in August 2020.

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 10,763 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 30% 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, micro grids 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 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

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