

## Tata Power prepares for #FutureReady consumers; Recent initiatives demonstrate consumer-centric approach

- Youth icon and cricketer, Shardul Thakur kickstarts his innings as brand ambassador for Tata Power #FutureReady
- Felicitates six lucky customers who chose to go solar in their energy consumption
- Felicitates two lucky customers who chose to adopt EV vehicle & charging
- Felicitates three Club Enerji 'Energy champions' with the highest energy savings
- Promotes the company's sustainable and green energy solutions via Facebook Live chat

**National, 17<sup>th</sup> February 2020:** Tata Power India's leading power utility recently signed on the Indian cricket team's fast bowler, Shardul Thakur to represent and stand for the company's values of being a green, environment friendly and responsible company.

At a gathering today, the 'I have the Power' film starring Shardul was showcased in the presence of Mr. Praveer Sinha, CEO & MD, Tata Power, Mr. Ashish Khanna, President – Renewables and Mr. Sanjay Banga, President – T&D. The event also comprised of young winners of Club Enerji competitions, responsible consumers of energy and media. The new Tata Power campaign featuring Shardul Thakur went live in media last week, with significant presence in digital, radio and outdoors.

The conversations centered on Tata Power's new consumer-centric businesses such as Solar Rooftop Services, EV Charging Stations etc. and their recent collaboration with the Rockefeller Foundation to set up 10,000 micro-grids in India by 2026. It is a testament to its commitment to provide affordable, reliable electricity for millions of rural homes and enterprises.

The company now provides rooftop solar services for residential consumers across 66 cities in India. The company has so far installed over 315 MW of rooftop projects, including some of the most industrialised states like Gujarat, Maharashtra and Tamil Nadu and also built utility scale projects in 13 states in the country with a total capacity of around 2.76 GW.

At present we have the company's plans to provide next-gen power solutions via their EV charging business which has grown with 100 EV charging points across 8 cities. At present, there are 85 charging stations with a mix of public, semi-public and captive locations. With their recent partnership with Nexon EV the company aims to continue this trend and create smart consumers for tomorrow.

Said **Mr. Praveer Sinha, CEO & MD Tata Power**, *"Having Shardul agree to be our brand ambassador is a great affirmation of our core communication message. We believe his influence will help reach the youth of the nation and inspire them to make a difference by choosing sustainable energy solutions. Our new distribution solutions like microgrid, solar rooftop and EV charging will play a major role in improving the energy access across the country, in both urban and rural parts. With Shardul's presence, we are confident of getting the buy in of an increasing number of our consumers in our journey to "go green".*

Commenting on this honour, **Shardul Thakur** said, *"Tata Power endeavours to offer consumers sustainable and green energy solutions and I am proud to be associated with them. It gives me great pleasure to be up here standing for a reason, which I am sure resonates with all of us – that of being conscious citizens of our*

*beautiful planet and what better way to do that than taking the power to make the right decision into our own hands.”*

Shardul praised and felicitated two ecstatic customers who chose to go solar in their energy consumption options and highlighted their decision as an example for all to follow.

In addition, he felicitated three Club Enerji - energy champions who have the highest energy savings – again highlighting that the future of our planet is in safe hands thanks to young ones like these.

The **“I have the Power”** campaign promotes the core message of opting for environmentally friendly means of consuming energy and thereby highlights the range of smart and sustainable solutions and services like Solar Rooftop, EV Charging and Solar Micro-grids that Tata Power now offers to its customers.

Thakur, who has done exceedingly well in the just concluded T20I series in New Zealand, will support the multiple new green initiatives of Tata Power. The bowler won the Man-of-the-Match at the fourth T20I in Wellington last week. For Thakur, Tata Power will be his first major commercial endorsement.

Shardul, a Mumbai boy, is a right-arm medium pacer who got his first taste of first-class cricket for Mumbai in 2012-13. Known for his aggressive pace bowling, Thakur's breakthrough season came in 2014-15 where he claimed 48 wickets at 20.81 and rocked the bowling charts. The ongoing New Zealand series has seen Shardul play at peak performance for India.

**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 and a consumer base of more than 5 million. 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, microgrids and home automation & smart meters. Tata Power solar rooftop solutions are now available in 66 cities across the country. The company has also invested in and operates over 100 electric vehicle charging points in 8 cities in India. It partnered with Rockefeller Foundation and has successfully installed microgrids in villages in Bihar, Ladakh, Chhattisgarh and West Bengal providing electricity to rural households. It also has successful public-private partnerships in generation, transmission & distribution in India namely: 'Tata Power Delhi Distribution Ltd.' A joint venture with Delhi Government for distribution in North Delhi; 'Tata Power Ajmer Distribution Ltd.' with Ajmer Vidyut Vitran Nigam Ltd. for distribution in Ajmer; a joint venture with Government of Odisha for power distribution in five electricity circles in the east through the acquisition to Central Electricity Supply Union; '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](http://www.tatapower.com)

**For further information, please contact:**

Shalini Singh  
Chief – Corporate Communications & Sustainability  
The Tata Power Company Limited  
Email: [shalinis@tatapower.com](mailto:shalinis@tatapower.com)

Payal Tiwari & Priyanshi Shah  
Adfactors PR  
9930811164 & 9920368044  
Email: [payal.tiwari@adfactorspr.com](mailto:payal.tiwari@adfactorspr.com)  
[priyanshi.shah@adfactorspr.com](mailto:priyanshi.shah@adfactorspr.com)