



March 6, 2026

BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001.
Scrip Code: 500400

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra-Kurla Complex,
Bandra (East)
Mumbai – 400 051.
Symbol: TATAPOWER

Dear Sir/Madam,

Sub.: Press Release

Please find enclosed the press release titled “Tata Power Collaborates with Salesforce to Accelerate India’s Clean Energy Transition”.

This is for your reference and records and is not a disclosure in terms of the requirements of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Yours Sincerely,
For The Tata Power Company Limited

Vispi S. Patel
Company Secretary
FCS 7021

Encl: As above

TATA POWER

The Tata Power Company Limited

Registered Office Bombay House 24 Homi Mody Street Mumbai 400 001

Tel 91 22 6665 8282 Fax 91 22 6665 8801

Website : www.tatapower.com Email : tatapower@tatapower.com CIN : L28920MH1919PLC000567

Tata Power Collaborates with Salesforce to Accelerate India's Clean Energy Transition

- *Strategic collaboration to digitally power nationwide rooftop solar, EV charging, and intelligent energy management businesses.*
- *Enabling seamless partner and customer journeys while empowering teams to scale green energy capacity with speed and precision.*



(L to R) Dr. Praveer Sinha, CEO & Managing Director, Tata Power and Arundhati Bhattacharya, President & CEO Salesforce South Asia announce a strategic collaboration to fast-track India's clean energy transition in Mumbai today

National, March 6, 2026: The Tata Power Company Limited ([Tata Power](#)), one of India's largest vertically integrated power companies, today announced its collaboration with [Salesforce](#), the world's #1 AI CRM*, to digitally transform its rapidly expanding rooftop solar (RTS), EV charging, and smart home solutions businesses. The collaboration reinforces Tata Power's long-term clean energy roadmap aligned with India's net-zero ambitions by establishing a secure, intelligent, and fully integrated clean energy ecosystem powered by AI, automation, and data-driven insights. The platform will enable scalable growth, deeper partner and customer engagement, and operational excellence across the renewable energy value chain.



As part of this transformation, Tata Power has deployed [Agentforce Sales](#), [Agentforce Service](#), and [Agentforce Marketing](#) across its renewable energy, [Tata Power Renewable Energy Limited](#) (TPREL), subsidiary of Tata Power. The Salesforce platform powers intelligent, AI-enabled workflows that enhance visibility, accelerate decision-making, and create seamless omnichannel experiences—driving efficiency, agility, and service leadership at scale.

[Agentforce Sales](#) and [Agentforce Service](#) form the foundation of Tata Power's best-in-class omnichannel engagement model. Salesforce serves as a strategic digital backbone for Tata Power's high-growth renewable energy businesses. The platform enables end-to-end digitisation of partners and customer journeys, delivering streamlined lead management, inventory visibility, process automation, and real-time performance tracking. This ensures enhanced transparency, operational efficiency, and a superior customer experience across touchpoints.

Additionally, Tata Power has developed a proprietary deep learning and agentic intelligence layer built on top of Salesforce to enable a zero-touch quality and safety validation process. This digital capability facilitates instant on-site verification and automated warranty generation, reinforcing Tata Power's commitment to quality assurance and delivery excellence under its Solarroof offerings.

Driven by strong policy momentum under the [Pradhan Mantri Surya Ghar Yojana](#), Tata Power's residential rooftop solar segment has delivered over 200% growth across the past two financial years. Overall, the Company's solar portfolio has achieved a fivefold increase in revenues between FY2020 and FY2025, reflecting accelerated market adoption, digital-led execution excellence, and expanding customer trust across segments.

Looking ahead, Tata Power and Salesforce will collaborate to co-innovate high-impact, agentic AI-led workflows designed to transform omnichannel customer and partner contact centre operations - driving faster resolution, proactive service, and predictive engagement.

Dr. Praveer Sinha, CEO & Managing Director Tata Power said, *"Tata Power is leading India's green energy transition by scaling rooftop solar nationwide, expanding EV charging infrastructure, and advancing intelligent energy management solutions. As we accelerate this growth, digital capability is a critical enabler of scale, speed, and customer trust. Leveraging Salesforce's AI-powered platform, we are transforming customer and partner journeys with greater transparency and agility, while strengthening operational excellence. Together, we are building a future-ready clean energy ecosystem that advances India's net-zero ambitions."*

Arundhati Bhattacharya, President & CEO at Salesforce - South Asia, said, *"The path to a sustainable future is being paved by visionary enterprises that are embedding intelligence, agility, and customer-centricity into the core of their operations. Tata Power's digital-first approach to accelerating India's green energy mission exemplifies how technology can be a powerful catalyst for national transformation. At Salesforce, we are proud to partner with Tata Power in building a future-ready energy ecosystem—one that harnesses the power of data, AI, and automation to drive scalable impact, inclusive growth, and long-term climate resilience."*



About Tata Power:

The Tata Power Company Limited, a leading integrated power company and a part of the Tata Group, India's largest multinational business conglomerate, owns a diversified portfolio of 16.3 GW. This portfolio spans the entire power value chain, from renewable and conventional energy generation to transmission, distribution, trading, storage solutions, and solar cell and module manufacturing. As a pioneer in India's clean energy transition, Tata Power has 7.5 GW of clean energy generation, constituting 46% of its total capacity. Committed to achieving Net Zero by 2045, Tata Power has successfully partnered with public and private entities across India's generation, transmission, and distribution sectors, serving ~13 million customers nationwide.

Disclaimer:

The following press release/announcement may contain forward-looking statements within the meaning of applicable securities laws and regulations. These statements are based on management's current views, expectations, assumptions, and projections regarding the Company's future performance, business plans, growth prospects, competitive and regulatory environment, and other related matters. Such forward-looking statements are subject to various risks and uncertainties, which may cause actual results to differ materially from those expressed or implied in the statements. Factors that could cause actual results to differ materially from those contemplated in the forward-looking statements are not limited to changes in economic conditions affecting demand/supply and price conditions in the domestic and overseas markets in which the Company operates, alterations in the business environment, fluctuations in Government regulations, laws, statutes, judicial pronouncements, and other incidental factors. The Company does not undertake any obligation to publicly update or revise any forward-looking statements based on subsequent events, information, or developments, except as required by applicable laws and regulations.

For further information, please contact:	
Jyoti Kumar Bansal, Chief – Branding & Communications, Tata Power Email: jyotikumar.bansal@tatapower.com	Adfactors PR: Siddharth Kumar 9902929187
Siddharth Gaur – Head Public Relations, Tata Power E-mail: siddharth.gaur@tatapower.com	Email: siddharth.kumar@adfactorspr.com