

Tata Power launches 'Green Anthem' campaign film on World Environment Day, empowers 'Green Generation' to champion environmental responsibility

~Film aims to inspire environmental consciousness and sustainable action among people to become the 'Generation Green'

~ Initiatives like Club Enerji enabling early environmental education and engage children in the crucial conversation about climate consciousness from an early age

~Promotes adoption of green solutions like rooftop solar, EV charging, and smart home automation~

National, June 05, 2024: Tata Power, one of India's largest integrated power companies, is celebrating World Environment Day with the launch of its latest campaign film - the 'Green Anthem'. This film aims to inspire environmental consciousness and sustainable action among people to become the 'Generation Green'. The initiative is a part of Tata Power's ongoing commitment to a greener future in alignment with its Club Enerji program which empowers students to become proactive leaders in energy conservation and climate action.

With the tagline "*Hum hai Generation Green, Desh ka future hoga behtareen*" (We are Generation Green, our country's future will be better than it has ever been), Tata Power is emphasising the role of the younger generation in shaping a green future for India. The anthem highlights the importance of early environmental education and underscores the contribution of initiatives such as Club Enerji which engage children in the crucial conversation about climate consciousness from an early age. The initiative which focuses on experiential STEM education and clean energy awareness is currently active in 1000+ schools across India.

Tata Power is accelerating India's green transition and through its wide array of green solutions such as Rooftop Solar, EV Charging, and Smart Home Automation is enabling the adoption of sustainable lifestyle in alignment to the government's initiatives like Lifestyle for Environment (LiFE). The company is committed to creating awareness and empowering consumers through its sustainability initiatives, such as #DuniyaApneHawale and 'Sustainable is Attainable' that are promoting the adoption of sustainable lifestyle through green solutions.

Celebrating World Environment Month and aligning to the theme of "Our Land. Our Future", Tata Power has also launched a series of audio-visual and animated experiential films exploring various natural themes, including air, water, and wind. These films aim to bring both children and adults closer to elements of nature reinforcing the company's message of Embrace, Love, and Switch to green energy development.

The campaign is also aligned with Tata Group's Tata Sustainability Month which aims to promote action and awareness during World Environment Month.

Tata Power is committed to becoming the country's most preferred and trusted green energy brand. The company plans to achieve 70% capacity generation from clean and green energy sources by 2023 and achieve carbon net neutrality by 2045. The 'Green Anthem' reflects Tata Power's dedication to fostering environmental stewardship and empowering the younger generation to become leaders in

sustainability. Through initiatives like Club Enerji, Tata Power continues to play a significant role in driving positive change towards a greener and more sustainable future.

Link to the video campaign- <https://www.youtube.com/watch?v=m3zSkiOmLcl>

About Tata Power:

Tata Power is a leading integrated power company and a part of Tata Group, India's largest multi-national business conglomerate. The company has a diversified portfolio of 14,790 MW, spanning across the entire power value chain - from renewable and conventional energy generation to transmission & distribution, trading, storage solutions and solar cells and module manufacturing. As a pioneer of clean energy transition in India, Tata Power has 5,930 MW of clean energy generation, which constitutes 40% of its total capacity. The company has also committed to achieve carbon neutrality before 2045. Tata Power has established India's most comprehensive clean energy platform, with offerings such as rooftop solar, microgrids, storage solutions, EV charging infrastructure, home automation et al. The company has also attracted global investors to support its growth and vision. Tata Power has successfully partnered with public and private entities in generation, transmission & distribution sectors in India, serving approx. 13 million customers across the country. To know more about Tata Power, visit www.tatapower.com

For more information:

<p>Tata Power- Corporate Communications Jyoti Kumar Bansal, Chief – Branding & Communications, Tata Power Email: jyotikumar.bansal@tatapower.com</p> <p>Siddharth Gaur – Head PR, Tata Power E-mail: Siddharth.gaur@tatapower.com</p>	<p>Adfactors PR: Nikita Crasta nikita.crasta@adfactorspr.com</p>
---	--