

Tata Power launches 'Power Rewards' programme in Mumbai

~The first by any power utility in India to provide consumers' loyalty programme~

National, 9th August, 2018: Tata Power, India's largest integrated power company, has always been committed to deliver value added services to its consumers backed by innovation. Being a front-runner in customer centricity, Tata Power Mumbai has developed a unique customer loyalty programme – 'Power Rewards', the first by any power utility in India.

All customers who pay their Tata Power bills either through offline or online payment methods would qualify to be awarded loyalty points through the Power Rewards app. Consumers can also earn additional bonus points by making payments through digital or electronic modes and other interactions with Tata Power.

The entire process of points being credited to customers would be automated. Consumers would have options to redeem their "Power Loyalty Points" across different merchant brands/categories in the form of exclusive discounts/vouchers/offers/services.

Commenting on the launch, **Mr. Praveer Sinha, CEO & Managing Director, Tata Power** said, *"The introduction of the Loyalty Rewards programme will revolutionize customer service and strengthen consumer loyalty. In a fast-paced, competitive and technology-driven world, Tata Power has pioneered to become the first power utility in India to provide these services. It will ensure that our customers get the best-in-the-class experience hassle-free at their fingertips.."*

Customers will be able to enroll for the loyalty programme by simply using their mobile number and Consumer Account (CA) Number. Tata Power has collaborated with Transactions Solutions International (TSI) India Private Limited – a Company specializing in transaction related solutions and customising them.

"TSI is pleased to be the technology partner to Tata Power and provide a unique platform for Loyalty & Rewards program. At TSI, our core focus is on enabling transactions and powering rewards and loyalty for Utilities is first of its kind solution. We believe that loyalty programs have the power to change consumer behaviour and are confident that 'Power Rewards' will be received by the consumers in a very positive way. We wish all the best to Tata Power with this initiative." said **Pawanjot Singh, Business Head, TSI India Private Limited.**

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 10857 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, microgrids 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 growing international focus, Tata Power's global presence includes strategic investments in Indonesia through a 30% stake in the coal company PT Kaltim Prima Coal (KPC); 26% stake in mines at PT Baramulti Suksessarana Tbk (BSSR); in Singapore through Trust Energy Resources; in South Africa through a joint venture called 'Cennergi' to develop projects in sub-Saharan Africa; in Zambia through a 50:50 joint venture with ZESCO for 120 MW Hydro project; in Georgia through AGL which is a joint venture with Clean Energy, Norway & IFC for development of 187 MW hydro project; in Bhutan through a hydro project in partnership with The Royal Government of Bhutan.

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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