

New Delhi 25 March 2014

Press Release

BSES expresses solidarity with the Earth Hour 2014

**Urges 34 lakh consumers to “Switch off” during Earth Hour
March 29 (8:30 pm to 9: 30 pm)**

Delhi saved around 250 MW (169 MW in BSES areas) during the Earth Hour last year

BSES initiatives to promote energy conservation and Earth Hour

- Earth Hour message in Synergy –monthly/-bi-lingual newsletter going to over 34 lakhs customers
- Sending SMSes to over 7 lakh customers
- Earth Hour banner on BSES’ website
- Engaging BSES’ employees to promote the Earth Hour
- Switching off non essential lights at all BRPL/BYPL’ offices during the appointed hour

Starting 8:30 pm (local time) for an hour, on Saturday, 29 March, 2014, Delhiites will once-again join nearly a billion people in Mumbai, Los Angeles, London, Hong Kong, Sydney, Rome, Manila, Singapore, Dubai and over 6000 cities in over 130 countries across the globe to observe the Earth Hour. They will unite and switch off their electrical appliances and lighting fixtures between 8:30 pm to 9:30 pm to show their concern for the environment.

“As a responsible organisation, BSES is committed to reduce green house emissions and the impact of global warming. We should all strive for the day, when we don’t need an Earth Hour. BSES and its consumers are once again gearing up to take up the challenge and take the Earth Hour event to greater heights”- **said a BSES spokesperson**

BSES is once again actively supporting the Earth Hour initiative to promote energy conservation. Earth Hour is an annual international event created by the WWF (World Wide Fund for Nature/World Wildlife Fund), that urges households and businesses across the world to turn off their non-essential lights and electrical appliances for one hour at the appointed time to raise awareness towards the need to take action on climate change.

BSES appeals to its customers to unequivocally support the event and voluntarily switch off their non-essential electricity on the March 29 for an hour starting 8: 30 pm. BRPL and BYPL are taking several steps to share concern over climate change amongst its customers and employees such as:

(i) Earth Hour message in Synergy – BSES’ monthly/bi-lingual newsletter going to over 34 lakhs customers, (ii) SMS messages to over 7 lakh customers on March 29, 2013, (iii) Through the web site www.bsedelhi.com.



On their part, BRPL and BYPL will also switch off all non essential lights at their over 400 offices, spread across an area of around 950 sq kms, during the appointed hour (8:30 to 9:30 pm) on 29March.

In 2013, New Delhi was announced India's 'Earth Hour National Capital 2013' in the Earth Hour City Challenge. Delhi saved around 250 MW (169 MW in BSES area) last year.

BRPL and BYPL, Delhi's premier power distribution companies are committed to ensuring quality and reliable electricity supply to all their consumers.
