

March 25, 2019

**Press Release**

**BSES Urges Its Over 42 lakh Consumers To ‘Switch-Off’ During The Earth Hour**

**(Saturday, March 30, 2019 – 8: 30 pm to 9: 30 pm)**

**Last year BSES saved 183 MW in Delhi's total contribution of 305 MW**

New Delhi: On March 30, 2019, skylines in Delhi and in over 7000 cities across the six continents around the globe will once-again go dark for an hour to observe the Earth Hour. The appointed hour will see Delhiites join their over a billion counterparts in Mumbai, Los Angeles, London, Hong Kong, Sydney, Rome, Manila, Singapore, Dubai and in several other cities in over 180 countries to switch off their electrical appliances and non essential lighting fixtures for one hour starting 8: 30 pm (local time) to show their concern for the environment.

It's time to give up wasteful behavior and consumption without thought. To shed light on this aspect Earth Hour 2019 will serve as a platform to launch the "Give Up To Give Back" movement, encouraging millions of Indians to Give UP wasteful practices, habits and lifestyles to Give Back to the planet that makes life possible. The Earth Hour this year also urges residents to 'join the biggest solar revolution' by switching off their lights and switching on the power of the sun.

**BSES' support for Earth Hour**

Showing solidarity with the event, BSES is actively and whole heartedly supporting and promoting the Earth Hour initiative. The discom and its consumers are once again gearing up to take up the challenge and take the Earth Hour event to greater heights.

**Commenting on the importance of a sustainable planet, a BSES spokesperson said,** "We sincerely appeal to our consumers to make the right and sustainable choices – "Give Up To Give Back" - for the planet and for the future generations that will inherit it. As conscientious corporate citizens of India, we also urges consumers to look towards the sun and join our over 1500 other BSES roof-top consumers in harnessing the power of the sun."

**Promoting the Earth Hour**

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 Samvad – BSES' monthly/bi-lingual newsletter going to over 42 lakhs customers, (ii) SMS (iii) Through social media, (iv) Engaging RWAs and (v) Engaging employees.

Moreover, 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 30 March.

Like last year, when Delhi saved around 305 MW (183 MW in BSES area), this year too, BSES consumers and Delhiites are once again gearing up to take up the challenge and take the Earth Hour event to greater heights.

Starting as a symbolic lights out event in Sydney in 2007, Earth Hour is now the world's largest grassroots movement for the environment, inspiring millions of people to take action for our planet and nature. 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.

BRPL & BYPL are premier power distribution companies and Joint Ventures between Reliance Infrastructure Limited and GoNCT.

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