

**Media Release:**

**REL's appeal to kite flyers:  
Enjoy a safe kite flying during sankranti festival as kite flying near power  
transmission towers and lines is dangerous to life.**

**Mumbai, January 10, 2006:** Colourful kites are already in the sky as Makar Sankranti is approaching on 14<sup>th</sup> January 2007. In view of this, Reliance Energy, to ensure a safe kite festival, appeals to all the enthusiastic kite flyers in suburban Mumbai to beware of the overhead live power transmission lines and transmission towers, as they can pose a danger to life.

It is a known fact that the Kite flying is part of celebration during the Makar Sankranti festival. The festival is gaining popularity with every passing year; also thereby increasing the life threat due to possible electrocution as well as threat to the power transmission and distribution system. It is pertinent to take the note of the fact that the thread used to fly kite, popularly known, as 'Manja' is made of metal powder as one of its ingredients and therefore becomes a good conductor of power. Even the glass powder manja can some times become a good conductor thereby posing a risk if it comes in contact with the high tension (220000 Volts) lines or even when enters the arching zone of these transmission lines. It creates a life threatening hazard with the possibilities of major power breakdown.

Reliance Energy, therefore, in the interest of all our consumers as well as the public in general, appeals with a word of caution to the kite flyers to take necessary precautions while celebrating the festival with kite flying and keep yourself and your kites at a safe distance from the power transmission lines and towers. Company also requests kite flyer to refrain themselves from desperate tries to retrieve any kite or manja entangled to any wire.

The Company further appeals to the people in Reliance Energy's distribution area to intimate any such untoward incidence on Company's Power Help Line 3030 3030 or inform the nearest Reliance Energy Office accordingly, so as to enable the Company to initiate necessary action in the matter.

## **Background**

### **Reliance Energy**

Reliance Energy, a part of Reliance - Anil Dhirubhai Ambani Group, (3<sup>rd</sup> largest business house of India), is India's leading private sector utility group, with aggregate estimated group revenues of Rs 10,500 crore (US\$ 2.3 billion), and total assets of Rs 10,800 crore (US\$ 2.4 billion).

The group distributes nearly 21 billion units of power to over 5 million consumers in Mumbai, Delhi, Orissa and Goa, across an area covering 1,24,300 sq. kms.

Reliance Energy generates 941 MW of power, through its power plants located in Maharashtra, Andhra Pradesh, Kerala, Karnataka and Goa.

Reliance Energy is ranked amongst India's top listed private companies in terms of all major financial parameters, including assets, sales, profits and market capitalisation.