

## Media Release:

### **AEML observes Earth Hour; urges customers to choose life over lifestyle**

**Mumbai, March 25, 2021:** Adani Electricity Mumbai Limited (AEML), Mumbai's largest private electricity distributor, is making conscious efforts towards environmental friendliness. The organization is urging all its stakeholders, including the 30 lakh customers across the city, to observe Earth Hour on Saturday, March 27, 2021 by voluntarily switching off all electricity in their houses and establishments between 8:30pm and 9:30pm and show their support towards building a sustainable future.

Making an appeal to its employees and stakeholders, **an AEML Spokesperson** said, *"AEML is an environmentally conscious organization and through the initiative of Earth Hour, we want to promote a sustainable living among all our stakeholders. At AEML, we sincerely believe that it is important to conserve resources and use them efficiently."*

The planet's average surface temperature has risen by about **1.2C (latest figure took from World Meteorological Organisation Website Jan, 2021 America, Paris joint agreement on climate change)** since the late 19th century and 1.30C since 1750, i.e. the preindustrial level, a change driven by increased carbon dioxide and other human-made industrial emissions into the atmosphere. The record-breaking heat that made 2016 the hottest year ever recorded had continued into 2017, pushing the world into "truly uncharted territory", according to the World Meteorological Organization. The reason for this unfortunate development is global warming and reckless and relentless use of electricity.

For over a decade, more than 180 nations and territories have been coming together to show their support for Earth Hour and participating in the voluntary power switch-off. This initiative has been successful in creating impact through advocacy and raised awareness about electricity conservation, sustainability and resource efficiency.

#### **About Adani Electricity Mumbai Limited**

Adani Electricity Mumbai Limited, part of the diversified Adani Group, is an integrated business of power generation, transmission, and retail electricity distribution. AEML owns and operates the largest and the most efficient power distribution network in India. AEML serves over 3 million consumers spread across

400 sq. km. in Mumbai and its suburbs meeting close to 2,000 MW of power demand with 99.99% reliability, which is among the highest in the country. AEML provides excellent customer care services with the help of advanced technologies.

**For more information, please visit** [www.adanielectricity.com](http://www.adanielectricity.com)

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**For further information on this release, please contact:**

Adani Electricity Mumbai Ltd	
Mr. VijayendraBhaavsar Hand Phone: +91 9820168842 Email – <a href="mailto:vijayendra.bhaavsar@adani.com">vijayendra.bhaavsar@adani.com</a>	Mr. Makarand Gadgil Hand Phone: +91 7208983650 Email – <a href="mailto:makarand.gadgil@adani.com">makarand.gadgil@adani.com</a>

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