

**MEDIA RELEASE:**

**International Quality Crown for REL's Dahanu Thermal Power Station**

- **Second global recognition to REL's Dahanu power plant after Platts**
- **First Indian power utility to win two global awards**

**New Delhi, 6<sup>th</sup> December 2006:** Reliance Energy Limited's Dahanu Thermal Power Station (DTPS), in its very first attempt, has won the International Quality Crown for Excellence & Business Prestige in golden category for the year 2006. The global recognition has been instituted by Business Initiative Directions (B. I. D.), the creator of the first edition of the QC100 TQM. The recognition for Dahanu Thermal Power Plant is for the successful implementation of various critical criterions as prescribed by the BID's QC100, a Total Quality Management (TQM) model, implemented in over 116 countries.

**With this, the Dahanu Thermal Power Plant has become the only power plant in India to have bagged global recognition twice, i.e., International Quality Crown as well as the recently conferred Platt's recognition.**

The International Quality Crown recognizes and encourages the contribution of companies and organizations to quality, continuous improvement, customer satisfaction as well as improving relations with employees, suppliers and all those associated with the company.

Some of the earlier IQC award winners include Indian Oil Corporation, Sheraton Harare Hotel & Towers, Shahnaz Husain of Shahnaz Herbals, Beijing Cofco Plaza Development Co. belonging to the COFCO group, Russian Maritime Register of Shipping, Hong Yuen Electronics Ltd. (Hong Kong).

Dahanu Thermal Power Station's selection for the coveted '**crown**' was through a highly competitive and transparent selection system of votes, polls and recommendations by various companies, which have been awarded in previous years. These voter companies were represented by their management personnel oriented towards quality and who admire and believe the contesting organization to merit this award.

The panel of juries, presided by the CEO of B.I.D, President of the IQC and the co-authors of the QC100 model. Presidents of companies awarded in previous years collaborate voluntarily with the jury, to present other candidates for the IQC.

The IQC Awards were presented to the Dahanu Thermal Power Station during the Quality Crown Conference in London, in the presence of representatives of various companies from 166 countries who participated in the process.

## **Reliance Energy Limited:**

Reliance Energy, a part of Reliance - Anil Dhirubhai Ambani Group, 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 20 listed private companies in terms of all major financial parameters, including assets, sales, profits and market capitalisation.

## **Business Initiative Directions (B. I. D.)**

Business Initiative Directions (B. I. D.) is the creator of the first edition of the QC100 TQM. Mr. Jose E. Prieto, the present CEO and President of the QC founded the publishing group JBAN in 1973. Since 1986, various international partners joined the group. The primary activity of the group is oriented towards sharing quality culture in leading companies worldwide.

The founders' team, formed by engineers, physicists, mathematicians, economists, sociologists and journalists, continues contributing ideas and improvements to the QC100 and giving opportunities for all those companies investing in Quality processes.

B.I.D. is currently the most important private organization in the world presenting a quality award on the basis of principles as solid as those of the Deming in Japan (only for Japanese companies), the Baldrige in the U.S. (only for U.S. companies), or the EFQM in Europe (only for European companies).

B.I.D. has professional relations with companies in 173 countries whose products and services help position them as leaders who invest in innovation, technology, training and installations.

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