

## **Media Release:**

### **“Kite Flyers, Beware ... Kite Flying near Power Transmission Lines is Dangerous to Life & Property”, Says Rlnfra.**

- **Urges kite flyers to refrain themselves from flying kites near power transmission lines.**
- **Undertakes various safety measures to avoid mishaps.**
- **Runs campaign for Safety Awareness for Power Consumers.**

**Mumbai, Thursday, January 8, 2009:** While wishing the safe Makar Sankranti Festival, to the power consumers, Reliance Infrastructure Limited (Rlnfra), the largest power distributor in the Mumbai metropolis, wishes to issue words of caution to the kite flyers that the kite flying near power transmission lines is dangerous to life and property and therefore refrain from flying kites near these lines.

As known to all, the kite flying is the largely underlined way of celebrations during the Makar Sankranti Festival. It is therefore, imperative to understand and take note of the vital fact that the special threads, popularly known as ‘Manja’, generally used for kite flying are good conductor of electricity if they are made of the metal powder. ‘Manja’ can transmit high voltage power of even 220000 Volts; if it touches the overhead wires or even enters the arching zone. This may cause not only interruptions in power supply due to short circuiting but also either, severe injuries, fatalities or incidences of major breakdowns of transmission lines resulting even in the grid failure.

Rlnfra, therefore in the interest of its 26 lakhs power consumers in Suburban Mumbai and especially consumers and kite flyers near the areas of Versova, Oshivara, eastern parts of Northern Suburbs, viz., Goregaon, Malad, Kandivali and Borivali as well as other areas where the high voltage overhead transmission line network exists, will be running the awareness campaign to educate kite flyers as well as power consumers. As a part of this campaign, Rlnfra’s electricity bills have already been carrying a cautioning message. In addition, Rlnfra officials are endeavouring to reach consumers door to door to distribute handbills and educate consumers in the areas mentioned above, especially to those, who are residing near the overhead transmission lines network. The company has also attempted to display banners and posters near sensitive areas. Further, in a unique way of campaigning, on Makar Sankranti day, Rlnfra officials will endeavour to meet kite flyers to refrain them from flying kites near overhead transmission lines network.

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RInfra, therefore while appealing to the suburban power consumers to have safe Makar Sankranti festival celebrations, further requests consumers to immediately intimate any untoward incidence that they may notice in this regard on Company's Round O'clock Power Help Line 3030 3030.

**Reliance Infrastructure Limited:**

Reliance Infrastructure, a part of Reliance - Anil Dhirubhai Ambani Group, is India's leading private sector utility Company.

Reliance Anil Dhirubhai Ambani Group currently has a market capitalisation of nearly Rs.3,00,000 crore, net worth in excess of Rs.40,000 crore, cash flow of Rs.9,000 crore, net profit of Rs.5,000 crore and zero net debt.

Reliance Infrastructure is ranked amongst India's top 20 listed private companies in terms of all major financial parameters, including assets, sales, net worth, profits and market capitalisation.