

## Tata Power (TINA)

The advertisement features a woman on the left wearing a headset and working on a laptop, representing the TINA virtual assistant. On the right, a man is shown speaking into a smartphone, with blue sound waves and a circular arrow around him, indicating voice interaction. The background is a light blue geometric pattern. In the top left corner is the 'TATA POWER' logo. In the top right corner is a vertical stack of social media icons for Facebook, Twitter, Google+, LinkedIn, and Pinterest. Below the woman is the text: 'Hey, I am Tina' followed by 'your virtual power assistant.' and 'I can help you with all your billing queries.' Below the man is the text: '"TINA, what is my outstanding bill?'"'. In the bottom right corner is the slogan 'Lighting up Lives!'.

**TATA POWER**

Hey, I am Tina  
your virtual power assistant.  
I can help you with all your billing queries.

"TINA, what is my outstanding bill?"

Lighting up Lives!

### *Tata Power (TINA)*

Last year, Tata Power launched its VoiceBOT - TINA - becoming the first utility in India to offer such a service. TINA, powered by Google Assistant, allows the company to address customer queries using compatible Android/iOS devices or Google Home devices without downloading the app or visiting the website. Tata Power customers in Mumbai can use voice commands to interact with TINA for various services on billing, payment etc. The VoiceBOT service is enabled with technology support from Yellow Messenger, an AI-powered enterprise audience engagement company.

*"Brands and Bots: Whether they need to or not, brands are bot-ifying! A look at some examples"* 