

Tata Power crosses the 7 lakh consumer base milestone in Mumbai

Mumbai, 6th March, 2019: Tata Power, India's largest integrated power utility, today, accomplished a milestone by crossing 7 lakh consumer base mark in Mumbai. On this occasion, Tata Power invited Mr. Sumit Acharya - the '7th Lakh' consumer at a celebratory event held at their Dharavi receiving station where he planted a sapling to commemorate this achievement.

In 2008, the Supreme Court, by its landmark judgement paved the way for Tata Power with the right to supply electricity directly to all consumers and grow its distribution business in Mumbai. Also, MERC laid down clear guidelines for an 'Operational Protocol' where it allowed consumers to choose their supplier between (then) Rinfra (now Adani) and Tata Power, thus establishing a viable alternative for reform in the distribution sector in India. The Company started off with a consumer base of 26,000 direct consumers prior to its retail expansion in Mumbai which commenced from November 2009 onwards.

Today, the company is growing at a rapid pace at which the consumer base has moved from 26,000 to 7 lakhs in a decade. With a major focus on superior customer service & delivery, the Company continues to provide affordable services with superior customer experience.

Speaking on this achievement, **Mr. Praveer Sinha, CEO and MD, Tata Power**, said, *"We are extremely delighted to cross the 7 lakh consumer mark in Mumbai. We wish to continue being a relevant part of the growing consumer base and reach new heights through constant innovation and excellent customer service."*

For more than a decade, Tata Power has focused on providing its consumer with reliable, affordable and quality power and continuously enhanced customer care by delivering innovative services and solutions. The Company has been offering affordable power tariff across most consumer categories and the remarkable increase in the company's customer base is evidence of the same.

At the core of reliable power supply to the city is the unique 'Islanding System' pioneered by Tata Power, due to which the city of Mumbai has the advantage of assured uninterrupted reliable supply of power. In case of a grid failure, the Islanding System ensures uninterrupted power

supply within the city limits. In case of a breakdown in the Western Regional Power Grid, Tata Power's system is automatically isolated from the rest of the grid. It ensures that our generating units continue to function. All essential services are assured continuity of power supply.

With many firsts to its credit, supporting the country's energy independence, Tata Power to revolutionised the age-old power industry and the way individuals consume power. Transforming itself from a traditional-led to digital-first business approach, the company offers multiple benefits to its consumers with the most competitive and excellent customer service which is at par with international benchmarks:

Consumer Service Initiatives with many firsts by Tata Power:

- **Know Your Energy Consumption (Kyec):** A innovative daily energy management online tool designed for AMR enabled HT Consumers to monitor their daily energy consumption and take charge of saving energy thereby saving their Bill expenses. This services is being extended to LT Consumers also in a phased manner
- **e-NACH:** Automated bill payments using this service which drastically cuts Turn-Around-Time (TAT) for online registration and increases customer convenience with registrations on-the-go.
- **VoiceBOT Tina: First** Interactive application powered by Google Assistant that enables consumers to use voice commands various services such as billings, payments and also address all consumer queries using any compatible Android or iOS mobile devices and Google Home devices
- **All Women Customer Relations Centre:** 1st Power Utility in India to launch this service wherein all operations are manned entirely by women ranging from Security, Front Desk Executives, Cashier and Housekeeping
- **WhatsApp Service:** Provides a holistic consumer experience by quick resolution of consumer queries and concerns
- **'Power Rewards':** Consumers are awarded loyalty points on bill payments which can be redeemed across different brands/categories through exclusive discounts and offers.
- **e-Wallets:** Digital payments through National Automated Clearing House (NACH) and e-Wallets such as Paytm, Amazon, Airtel money, Ola money, Pay Zapp and M-Pesa
- **Revamp Customer Portal:** Designed with a dynamic & user-friendly experience, thereby enhancing customers engagement with Tata Power while providing best-in-class service at Customers finger-tips

- **QR Code:** Dynamic QR code printed on consumers' power supply bill for payments. They can scan the QR code with BHIM or any UPI linked bank apps and pay their bills without any hassle
- **Mobile Application:** Compatible with Android and iOS platforms designed on SAP MCF Platform, the application gives its users a unique experience due to real time integration with the enterprise system
- **E- Payment:** Pay electricity bills through Gol initiated avenues such as Bharat Interface for Money (BHIM) App, Bharat Bill Payment System (BBPS), Dynamic Bharat or UPI linked QR Codes (Tata Power Mumbai being the 1st power utility in India to launch the Dynamic UPI-linked QR code payment option and printing of the Bharat QR code on power supply bills for ease of bill payment), Debit/Credit Cards, Net Banking, 15 plus e-Wallets, National Automated Clearing House (NACH), Online fund transfer (NEFT/ RTGS, IMPS)

New businesses to meet the changing needs of Mumbai customers:

- **Residential Solar Rooftop Services:** Offer cost-effective green energy and a chance for the residential consumers to earn from their idle rooftop space. It has launched the services in Mumbai and many other key cities such as Delhi, Bangalore, Cochin, Ajmer, Bhubaneswar, Hyderabad and Ahmedabad.
- **Electric Vehicle infrastructure:** Green technology solution that encourages consumers to shift from fossil fuel vehicles to electric vehicles with an aim to enable them with a sustainable future. The Company has made Mumbai EV ready by setting up 15 charging stations and also set up charging stations in Delhi & Hyderabad.
- **Solar Micro grids:** Provides custom micro grid solutions to power remote regions and rural electrification of hamlets, villages & localities. This tool is suitable to our Indian environment and support universal electrification which is supported by automated integrated Energy Management System.
- **Home Automation:** IoT solution that encourages consumers to implement innovative & cost-effective automation solutions to minimize electricity consumption and bills.

About Tata Power:

Tata Power is India's largest integrated power company and, together with its subsidiaries & jointly controlled entities, has an installed capacity of 10857 MW. A pioneer in the field, it has a presence across the entire power value chain: Generation of renewable as well as conventional power including hydro and thermal energy; transmission & distribution, trading and coal & freight logistics. With renewable energy assets in solar and wind accounting for 22% of the company's portfolio, Tata Power is a leader in clean energy generation. In line with the company's view on sustainable and clean energy development, Tata Power is steering the transformation of utilities to integrated solutions by looking at new business growth in EV charging & storage, distributed generation & rooftops, microgrids and home automation & smart meters.

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It has successful public-private partnerships in generation, transmission & distribution in India namely: 'Tata Power Delhi Distribution Ltd.' with Delhi Vidyut Board for distribution in North Delhi; 'Tata Power Ajmer Distribution Ltd.' with Ajmer Vidyut Vitran Nigam Ltd. for distribution in Ajmer; 'Powerlinks Transmission Ltd.' with Power Grid Corporation of India Ltd. for evacuation of Power from Tala hydro plant in Bhutan to Delhi; 'Maithon Power Ltd.' with Damodar Valley Corporation for a 1050 MW Mega Power Project at Jharkhand. Tata Power is serving more than 2.6 million distribution consumers in India and has developed the country's first 4000 MW Ultra Mega Power Project at Mundra (Gujarat) based on super-critical technology.

With growing international focus, Tata Power's global presence includes strategic investments in Indonesia through a 30% stake in the coal company PT Kaltim Prima Coal (KPC); 26% stake in mines at PT Baramulti Suksessarana Tbk

(BSSR); in Singapore through Trust Energy Resources; in South Africa through a joint venture called 'Cennergi' to develop projects in sub-Sahara Africa; in Zambia through a 50:50 joint venture with ZESCO for 120 MW Hydro project; in Georgia through AGL which is a joint venture with Clean Energy, Norway & IFC for development of 187 MW hydro project; in Bhutan through a hydro project in partnership with The Royal Government of Bhutan.

With its 103 years track record of technology leadership, project execution excellence, world-class safety processes, customer care and driving green initiatives, Tata Power is poised for multi-fold growth and committed to 'lighting up lives' for generations to come. Visit us at: www.tatapower.com

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