

CUSTOMER NEWSLETTER | Q4 FY26 | TPWODL

SAMVAAD

We Connect



Stronger
Communities



Smarter
Solutions



Brighter
Tomorrow



APRIL, 2026

Dear Valued Customers,

We are delighted to introduce the very first edition of the Q4 FY26 Customer Newsletter, marking a new step in sharing TPWODL's journey with our valued customers.

This edition highlights our continued efforts to enhance customer experience, strengthen digital engagement, and build closer connections with our communities. The quarter has been marked by several milestones, from the launch of new customer-centric facilities to impactful awareness initiatives and notable recognitions.

Expansion of Customer Care Services- New Customer Care Centre at Padampur

Our **16th Customer Care Centre (CCC)** became operational at **Padampur, BWED-Bargarh** on **6 January 2026**. The centre was formally inaugurated on **12 March 2026** by **Shri Ram Chandra Majhi**, Executive Officer, NAC Padampur, in the presence of senior TPWODL officials. This new facility strengthens our commitment to accessible and responsive customer service.



Digital Awareness & Maitri Initiatives at Educational Institutes

A Maitri session covering Safety Awareness, Digital Bonding, and Energy Conservation held at ITI Sonepur dated 19 January 2026, attended by over 100 students, received strong appreciation from the institute.



Session held at **Black Diamond Engineering College, Jharsuguda** dated **17 February 2026** focused on promoting **digital service channels** and bridging awareness gaps to improve customer experience.



Model Village Maitri Programs

Awareness camps on **Digital Payments and Dispute Resolution Model Village work at Baghapali and Hariharpur (Khari Section)** were conducted on **20 January 2026**. **21 Model Village Maitri Camps** held across multiple locations benefited **650+ consumers**, supporting Digital awareness, KYC completion, Dispute resolution & feedback collection & education etc.



Community Outreach & Engagement

Local Mela: Active customer engagement at **Jharsuguda Lok Mahotsav – Dulduli & Pallishree Mela (1–5 January 2026) & Kalahandi Utsav, Banijara, Junagarh (7–8 January 2026)**. These initiatives helped reach diverse customer groups and promote digital and service awareness.



Industry Engagement

TPWODL participated in the **25th CII Enterprise Odisha Conclave 2026**, held at **Rourkela (28–30 January 2026)**. The event provided a platform to showcase TPWODL initiatives and received words of appreciation from consumers.



Welcome Kit for New Customers



This quarter, we strengthened our engagement with key customers by warmly welcoming new members into our network through a structured onboarding initiative.

As part of this initiative, new key customers receive a thoughtfully designed Welcome Kit that introduces them to our services, regulatory provisions, and best practices in energy efficiency. The onboarding process is designed to ensure a smooth transition while empowering customers to make informed decisions and optimize their power usage.

The initiative has been well received and has helped build confidence, foster trust, and lay a strong foundation for long-term collaboration.

Annual Greetings to Our Key Consumers



As part of our ongoing relationship management efforts, **annual greeting emails** are extended to all key consumers in alignment with their respective supply release anniversaries, marking milestones in their association with us.

This thoughtful gesture recognizes the value of our continued partnership and reinforces our appreciation for the trust and cooperation extended by our consumers over the years. It also serves as an important touchpoint to strengthen long-term engagement and trust.

Ethics Week Celebration: 25 February to 3 March 2026

Ethics Week was celebrated across **all Customer Care Centres** from **25 February to 3 March 2026**. Customers actively participated, reinforcing our shared commitment to **integrity, transparency, and ethical practices**.



Service Excellence Recognition- Consumer Service Rating of Discoms (CSR D)

TPWODL has achieved an **'A' rating** in the Consumer Service Rating of DISCOMS (CSR D), reflecting sustained improvement in operational reliability, fault rectification, and grievance redressal under the Odisha Model of power distribution.

Khul Ja Sim Sim - Pay & Win Rewards

The winners of the Pay & Win scheme were announced at a press meet dated 2nd Feb'26, recognising consumers who made timely electricity bill payments through digital modes. A total of 912 winners were selected through a transparent, system-based online lucky draw conducted across all operational circles. The strong participation reflects growing consumer trust in digital payment platforms.

On this occasion, personalized email messages are shared acknowledging the duration of association, along with a brief recap of our service journey. The communication also includes details of the consumer's respective Key Account Manager (KAM) and a direct link to the KYEC portal. This initiative not only celebrates the relationship but also reinforces goodwill and sustained collaboration.

Celebrating Our Customers: International Women's Day – 8 March 2026

Women's Day celebrations were held across multiple CCCs including **Sonepur, Ainthapali, and Nuapada**. Female customers visiting the centres were honored, celebrating their vital role in our service journey.



Through such initiatives, we continue to encourage responsible payment behaviour and strengthen our commitment to digital adoption and consumer-centric services.



Smart Meter Pakhwada (9–23 February 2026)

Smart Meter Pakhwada was organized across all TPWODL operational areas in line with the Ministry of Power’s directive to create awareness on Smart Meters and digital energy management. Through consumer outreach programmes at Customer Care Centres, special camps in model villages and rural areas, direct interaction with walk-in customers, and digital and social-media campaigns, consumers were educated on transparent billing, real-time consumption monitoring, prepaid and digital payment benefits, faster grievance resolution, and energy conservation. The initiative reinforced TPWODL’s commitment to transparency, innovation, and a future-ready power distribution system.



Grahak Mitra

TPWODL
TP WESTERN ODISHA
ELECTRICITY COMPANY LIMITED
A Subsidiary of Power Grid Corporation of India

“
Good human relations not only bring great personal rewards but are essential to the success of any enterprise.
”

JRD Tata

End Date 15th October

HURRY UP!

Scan QR to Submit your Entry

The first three contestants will be rewarded with exciting prizes.

www.tpwesternodisha.com

“Grahak Mitra – Celebrating Customer Delight Stories” is a recognition initiative designed to honor exceptional customer service and moments of consumer delight across the organization. The program captures inspiring stories where employees and Business Associates go beyond their regular responsibilities to create meaningful and memorable experiences for customers. Conducted on a quarterly basis, the initiative invites participants to share their stories of customer service excellence, which are then evaluated by an independent jury. The most impactful stories are recognized and rewarded, reinforcing a strong culture of customer-centricity.

The winning entry of the **Q3 FY26 Grahak Mitra Contest**, titled **“From Crisis to Resolution: A Village Reconnected in Just 48 Hours,”** exemplifies this spirit of service. When a Distribution Transformer (DTR) failure disrupted the water supply in Kardola village, the situation quickly became critical, forcing residents to rely on polluted river water and exposing them to serious health risks. Recognizing the urgency, the digital response team immediately coordinated with the field team to initiate swift corrective action. By restoring the transformer within 48 hours, the TPWODL team successfully averted a potential public health crisis and provided timely relief to the community. This exemplary response reflected a high degree of consumer-centric integrity and commitment. In a heartfelt gesture, Shri Bikram Keshari Mahanta publicly expressed his appreciation, commending TPWODL for the speed, dedication, and effectiveness of its response. Congratulations to the winning team TPWODL comprising of Shri Guta Prasad, Shri Satyojit Mohtanty, Shri Binod Kumar & Shri Sushant Kumar!!!

CHITRAHAAR Contest for Q3, FY26

Benefits and Adoption of ULA Scheme (PMSG)

Content to be covered

- Trust and Emotion build connection.
- Build credibility and encourages adoption.
- Use a friendly, conversational tone.
- Use quick cuts, zooms, and motion graphics to maintain attention

Parameters for the Reel

Content Quality

- Relevance: Is the reel aligned with your audience's interests current trends?
- Value: Does it entertain, educate, inspire or inform?
- Structure: Is there a clear beginning, middle and end?
- Hook: Does it grab attention in the first 3 seconds?

“Chitrahaar – Informative Reels for Digital Awareness” is a quarterly contest that invites employees and Business Associate partners to create short, engaging reels focused on safety, digital payments, and e-billing. The initiative leverages creative storytelling to educate customers, enhance digital awareness, and encourage the adoption of safe, convenient, and paperless digital practices. The best entries are selected by an independent jury, felicitated for their creativity and impact, and widely shared across platforms to amplify consumer outreach—driving engagement, education, and action.

The theme for the **Q3 FY26 Chitrahaar Contest** was the **ULA (Utility-Led Aggregation) Initiative**. ULA is a consumer-centric rooftop solar program in which the electricity distribution utility acts as the single aggregator, simplifying the entire solar adoption journey for consumers.

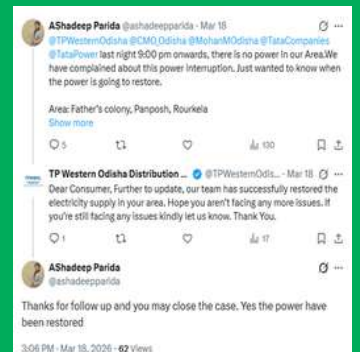
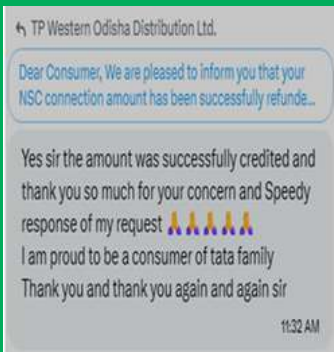
The winning short reel effectively highlighted the benefits and adoption of the ULA Scheme, presenting the value of this consumer-centric initiative in a simple and engaging manner. The innovative depiction of the significant reduction in consumer contribution—now brought down to ₹5,622—was particularly commendable. Beyond the subsidized cost, the video clearly communicated key advantages of rooftop solar installations, including lower electricity bills and a 25-year warranty on solar panels. It also successfully explained the end-to-end, hassle-free online application process, from initial registration to on-site installation, thereby helping consumers better understand and confidently adopt this impactful initiative.

Celebrating Partnership- Key Customer Meet

Key Customer Meet at Bargarh Circle was organized on 13 February 2026 as part of TPWODL's continued focus on customer-centric engagement and transparent communication. The meet was attended by around 50 high-value HT and EHT consumers, including representatives from Railways, BPCL, Mega Lift, and other major establishments. During the session, TPWODL shared key service improvements achieved over the past five years, including reduced billing timelines, metering modernization, strengthened customer service processes through digital platforms, and infrastructure augmentation. An interactive discussion followed, where consumers appreciated the initiatives and shared constructive feedback on reliability enhancement and service responsiveness, reinforcing the value of regular dialogue and collaboration.



Customer Speak



As we move into the next quarter, TPWODL remains committed to expanding digital solutions, deepening customer engagement, and delivering reliable, transparent, and future-ready power services.

Thank you for your continued trust and partnership.

Warm regards,
Customer Services Team

TPWØDL

TP WESTERN ODISHA
DISTRIBUTION LIMITED

(A Joint Venture of Tata Power and Government of Odisha)



ଆପଣଙ୍କ ପାଇଁ, ଆପଣଙ୍କ ସହିତ, ସର୍ବଦା 