

CUSTOMER NEWSLETTER | Q1 FY27 | TPWODL

SAMVAAD

We Connect



Stronger
Communities



Smarter
Solutions



Brighter
Tomorrow



JULY, 2026

Dear Valued Customers,

"TPWODL is proud to unveil the second edition of our **Q1 FY27 quarterly Customer Newsletter" Samvaad-We connect"**. This issue highlights our ongoing dedication to a customer-centric philosophy, showcasing the latest strides we have made in enhancing service delivery, accelerating digital transformation, and fostering deeper community engagement. From innovative service upgrades to industry-wide recognition, this edition celebrates our collective progress and our steadfast commitment to excellence."

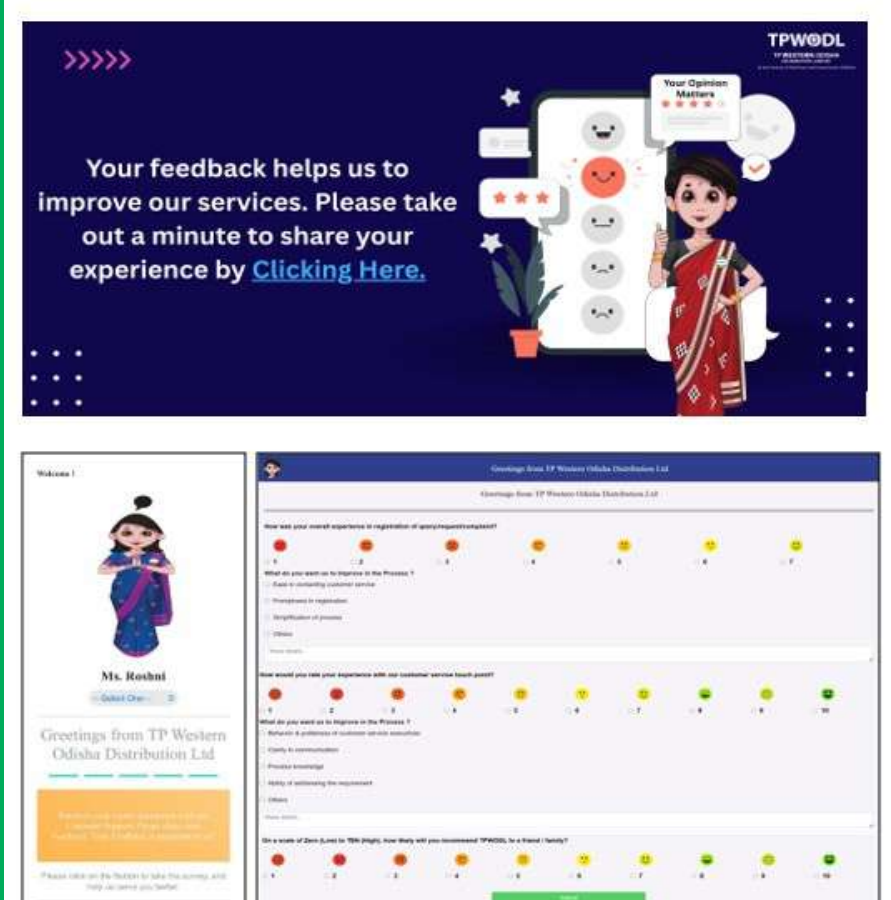
Launch of Automated Consumer Experience (CX) Platform - Redefining Service Through Customer-Centric Innovation

TPWODL has launched a Multilingual Automated Customer Experience (CX) Platform, marking a strategic shift toward a truly customer-centric, data-driven organization. By integrating automated feedback collection via WhatsApp, SMS, and Email, we ensure every customer voice is heard, measured, and addressed in real time.

This digital transformation enhances service accessibility and transparency, moving us from reactive support to proactive resolution. By leveraging real-time insights, we can identify critical improvement opportunities and refine our processes to better meet consumer needs.

Internally, this initiative cultivates a culture of accountability and continuous improvement, empowering our teams to elevate service quality. This platform is a cornerstone of our commitment to operational excellence, proving that our innovation strategy is fueled by one primary goal: delivering an exceptional, seamless, and inclusive experience for every customer we serve.

The CX Platform reinforces TPWODL's commitment to innovation, operational excellence, and customer satisfaction.



The image displays the TPWODL CX Platform feedback form, which is a digital survey tool. It features a dark blue header with the TPWODL logo and a cartoon character of a woman in a red sari. The main text reads: "Your feedback helps us to improve our services. Please take out a minute to share your experience by [Clicking Here](#)." Below this, there are several sections for rating and providing feedback. The first section is "How was your overall experience in registration of query/request/complaint?" with a 5-point scale. The second section is "What do you want us to improve in the Process?" with a 5-point scale. The third section is "How would you rate your experience with our customer service team?" with a 5-point scale. The fourth section is "What do you want us to improve in the Process?" with a 5-point scale. The fifth section is "How would you rate your experience with our customer service team?" with a 5-point scale. 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Pay n Win – Khul ja Sim Sim – Lucky Draw Event & Press Meet

Celebrating Digital Adoption Through the Pay & Win Initiative

To encourage timely bill payments and boost the use of digital payment channels, TPWODL launched its "Pay & Win" scheme, culminating in the announcement of winners at a press conference on May 15, 2026. The campaign saw an enthusiastic turnout from consumers across all operational circles, highlighting a growing trend toward the convenience and security of digital transactions.

A total of 912 consumers were selected as winners through a transparent, system-driven online lucky draw to ensure fairness and credibility. Beyond rewarding prompt payment behavior, this initiative successfully demonstrated the practical benefits of shifting to digital platforms for everyday utility payments.

Through these customer-centric efforts, TPWODL continues to deepen engagement, accelerate digital transformation, and promote responsible payment habits. The success of this campaign underscores the rising trust consumers place in digital solutions and aligns with the organization's ongoing commitment to providing efficient, transparent, and technology-driven services.



Program Launched in August 2024!

Started with **3 Winners** per SDO in FY 2024-25

Growth in Winners!

Increased to **6 Winners** per SDO in FY 2025-26

Now **Boosted to 16 Winners** per SDO in the Last Quarter!

Current Reward Distribution Per SDO

Total 16 Winners

- 1 Smartphone for 1 Winner
- 2 Bluetooth Speakers for 2 Winners
- 3 Smart Watches for 3 Winners
- 10 Neck Bands for 10 Winners

From 3 to 16 Winners per SDO – Growing the Rewards, Growing the Excitement!



Launch Consumer Engagement Through a Strategic Customer Loyalty Program

TPWODL is prioritizing customer satisfaction through the launch of its new Consumer Loyalty Program, a strategic initiative designed to reward timely bill payments and strengthen long-term relationships. Unveiled by the CEO in the presence of senior leadership and the media, this program represents a major step in the company's commitment to providing value that extends well beyond standard electricity services.

By partnering with the XOXO platform, TPWODL is empowering its customers with access to a diverse array of exclusive discounts across lifestyle, travel, healthcare, and retail categories. To ensure that these benefits remain convenient and accessible, all offer details and redemption links are delivered directly to consumers via SMS and WhatsApp, making it easier than ever for users to enjoy the rewards of responsible payment habits.

As a highlight of this launch, consumers can immediately take advantage of a 30% discount on tickets to Wonderla Bhubaneswar. This program serves as a tangible example of TPWODL's dedication to a customer-centric approach, demonstrating how the company is actively enhancing the consumer experience by rewarding prompt engagement and loyalty.





TPWODL Rewards 912 Consumers Under ‘Pay & Win’ Launches New Consumer Loyalty Program

Burla, (ENS):: TP Western Odisha Distribution Limited (TPWODL), the power distribution utility serving western Odisha, has announced the winners of its quarterly consumer reward program the ‘Pay & Win’, while simultaneously launched a new “Consumer Loyalty Program” exclusively for all electricity consumers in western Odisha.

The new scheme was formally announced today during the press conference held at TPWODL’s head office at Sambalpur by the company’s Chief Executive Officer, Mr. Praveen Verma. Other senior officials present on the occasion included Mr. Prashant Singh, Chief of Operation and Services; Mr. P. P. Tendulkar, Chief of Commercial; and Mr. Rupesh Goel, Head of MMG. Under the ‘Pay & Win’ Scheme, a total 6,93,397 electricity consumers are eligible, out of which 912 consumers are selected as winners from 57 sub-divisions through a fully automated, computer-generated lucky draw, ensuring complete transparency. As per the scheme guidelines, 16 consumers from each sub-division are selected every quarter. The prizes include one smartphone for the first prize winner; two Bluetooth speakers for two second-prize winners; three smartwatches for three third-prize winners; and ten neckbands for ten fourth-prize winners, in recognition of disciplined and timely electricity bill payments.

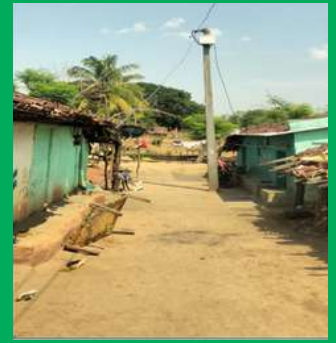
Circle-wise, 176 winners from Bolangir, 144 from Bargarh, 160 from Kalahandi, 208 from Rourkela, and 224 from Sambalpur were selected through a fully automated, computer-generated lucky draw. The winners will be invited to their nearest TPWODL office shortly to receive their prizes, and the complete list of winners will be published on the company’s official website.

Model Village – Charging the Future: The Nisanpur Transformation

At the heart of TPWODL’s mission to empower the community of Nisanpur Village (Kalahandi East), the company adopted a deeply customer-centric approach to ensure reliable and responsible energy access. Recognizing that many households lacked authorized connections, TPWODL mobilized cross-functional teams to engage directly with residents, prioritizing education through awareness campaigns and personalized counselling. By focusing on the tangible benefits of transparency, safe usage, and accurate billing, the initiative encouraged villagers to embrace regularized connections and smart metering, transforming the village into a model of empowered, responsible energy consumption.

This customer-first commitment extended beyond awareness to the physical infrastructure, as TPWODL invested in significant upgrades, including expanded transformer capacity and a modernized distribution network. By replacing service cables and reinforcing the grid, the company delivered more than just electricity; it provided the community with a dependable, high-quality power supply. Ultimately, this comprehensive transformation has not only fostered greater trust and transparency but has also significantly elevated the daily experience of every consumer in Nisanpur.

Nisanpur now stands as a model of successful collaboration, illustrating how building trust through active engagement and service excellence can foster an empowered community dedicated to responsible energy consumption.



Maitri – Digital Bonding Initiative Driving Digital Transformation

Deeply committed to enhancing customer convenience and accelerating digital adoption, TPWODL successfully organized 138 "Maitri – Digital Bonding" camps. This outreach initiative saw our Customer Service Representatives visiting households directly, ultimately connecting with over 4,800 families and assisting more than 19,200 customers. By engaging with consumers at their doorsteps, the team provided personalized support, raised awareness about our digital suite, and offered hands-on guidance for accessing online services.

The campaign proved highly effective in encouraging customers to shift toward digital platforms, significantly improving accessibility and the overall service experience. By demystifying technology and providing direct, on-the-spot assistance, this initiative played a pivotal role in bridging the digital divide, empowering our consumers to confidently utilize online payment facilities, self-service tools, and our various digital engagement channels.

Maitri

a digital bonding
at Doorstep

— Bridging distance with trust,
Connecting hearts with care. —

**We Visit.
We Connect.
We Care.**

**Your Service.
Our Commitment.
Stronger Together.**

Personal Interaction

Digital Access

Trust & Transparency

Reliable Support

Stronger Relationships

Maitri – because every connection matters, every doorstep counts.

SAHAJ: Transforming Grievance Resolution Through Digital Collaboration

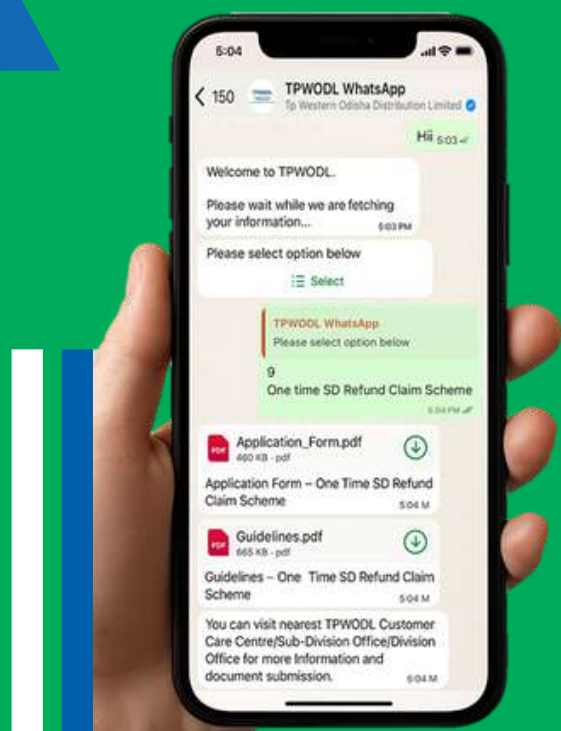
TPWODL's SAHAJ (Swift and Hassle-Free Resolution) platform represents a cornerstone of our customer-centric approach, leveraging innovative web conferencing to provide direct, face-to-face grievance resolution at our Customer Care Centres. By placing the customer at the heart of the process. This proactive engagement ensures that every consumer receives personalized attention, transforming complex administrative tasks into simple, stress-free interactions.

Beyond merely resolving issues, SAHAJ has fundamentally redefined our service delivery by significantly reducing turnaround times and fostering complete transparency. Achieving a 100% resolution rate stands as a testament to our commitment to efficiency and accessibility. Through this platform, TPWODL continues to bridge the gap between service providers and consumers, ensuring that every interaction is not just handled, but truly valued, reinforcing our dedication to delivering a seamless and high-quality customer experience.



One-time SD Refund Claim Scheme – Addition of New Menu Option in WhatsApp Bot

TP Western Odisha Distribution Limited (TPWODL) invites Permanently Disconnected consumers to claim their unclaimed Security Deposit (SD) under a One-Time Claim Scheme introduced by OERC. Eligible consumers must apply with required identity, connection, and bank documents. Refunds will be made through bank transfer after verification, and the scheme is valid until 31st March 2027.



Driving Digital Adoption with Amazon Pay Rewards

As part of its ongoing commitment to customer-centricity and digital transformation, TPWODL has partnered with **Amazon Pay** to introduce an exclusive **Cashback & Rewards Offer** for consumers making electricity bill payments through the platform.

Through this collaboration, consumers can enjoy a reliable and seamless payment experience while earning **rewards of up to ₹250**. In this a dedicated payment link shared through bill notifications further simplifies the payment process. By combining convenience, security, and attractive incentives.

The advertisement features the Amazon Pay logo on the left and the TPWODL logo on the right. The main text reads: "Pay your TPWODL bill on time with Amazon Pay. Earn rewards up to ₹250*". Below the text, there is a QR code on the left, a TPWODL electricity bill in the center, and a hand holding a smartphone on the right. The smartphone screen displays the Amazon Pay app interface with a lightbulb icon and the text "Electricity bill". A small "T&C apply" note is visible in the bottom right corner.

Chitrahaar Short Reels Contest – Recognizing Customer-Centric Excellence

The advertisement features a central illustration of a diverse group of people, including a family and a group of elderly people, standing in front of a modern cityscape and a rural village. The text reads: "Chitrahaar Quarterly Contest EMPOWERING WESTERN ODISHA, ONE CONNECTION AT A TIME. Access Bill Payments, Complaints, and More — anytime, anywhere." Below the illustration, there are three icons and their corresponding text: "CONVENIENT BILL PAYMENTS & TRACKING", "24/7 CUSTOMER SUPPORT & INSTANT UPDATES", and "EASY SERVICE REQUESTS & INFORMATION ACCESS". At the bottom, the text reads: "Your Electricity, Your Control. Empower Yourself."

Digital empowerment involves transforming intricate processes into relatable, human-centered stories. During Q4 FY-26, our “Chitrahaar” initiative encouraged employees and Business Associates to creatively illustrate our self-help ecosystem through compelling short-form videos.

The winning entry, submitted by **Sh. Anant Narayan Sing Deo from the Balangir Customer Care Centre**, highlights how TPWODL utilizes digital platforms to assist customers during power outages. The video depicts a rural family navigating a storm-induced blackout, showing how they overcome connectivity challenges by using the TPWODL WhatsApp service to receive an automated restoration time. By showcasing our missed call and toll-free services, the reel emphasizes the reliability of our digital channels in keeping communities informed and prepared. This project exemplifies our commitment to providing efficient, accessible, and responsive service to the region we serve.



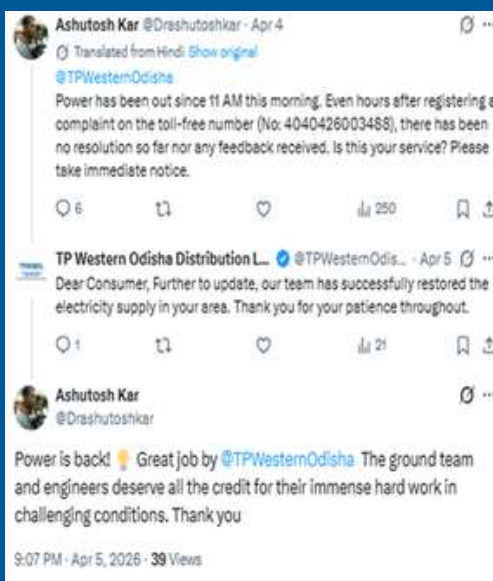
GrahaK Mitra Contest – Recognizing Customer-Centric Excellence



In the winning story of the GrahaK Mitra quarter of FY-26, as stated On April 23, 2026, the Muribahal Section team demonstrated extraordinary commitment during a critical wildlife emergency. A herd of 15 elephants forced a precautionary power shutdown across nine villages, impacting 1,400 consumers. Amidst this operation, the team identified that senior citizen Sri Brajamohan Putel required urgent, continuous oxygen support. With grid restoration impossible due to the proximity of the elephants, the team took immediate, life-saving action. ESO Mohammad Juned personally supervised the site overnight and, through a selfless personal sacrifice, provided a backup generator to ensure the patient’s medical equipment remained functional.

This successful intervention was made possible through the coordinated, courageous efforts of **Mohammad Juned (ESO)**, **Sanjay Tirkey (SDO)**, **Ajit Kumar Taria (Chargeman)**, **Tapan Pradhan (ESO-B)**, and **Surendra Kumar Acharya (AMC Lineman)**. Their collective dedication under hazardous field conditions averted a potential tragedy, setting a profound example of professional empathy and emergency preparedness.

Customer Speak



Thank you for your continued trust and partnership.
Warm regards,
Customer Services Team

TPWDL

TP WESTERN ODISHA
DISTRIBUTION LIMITED

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



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ଆପଣଙ୍କ ପାଇଁ, ଆପଣଙ୍କ ସହିତ, ସର୍ବଦା 