

Tata Power launches its VoiceBOT TINA

~Becomes the India's first power utility company to offer VoiceBOT service to its customers~

National, November 2018: Tata Power, India's largest integrated power utility, today launched its VoiceBOT TINA, thus becoming the first utility in India to offer such a service to its customers. TINA, now powered by Google Assistant will allow the Company to address all the customer queries using any compatible Android or iOS mobile devices and Google Home devices, without downloading the app, or visiting the company website.

Tata Power customers in Mumbai can now use voice commands to interact with TINA for various services on Billing, Payment, etc. Consumer, for example, can simply saying "Talk to Tata Power TINA" on Google Assistant, and avail Bill related services presently and many more in coming months. The new customer experience is designed to deliver relevant information in an engaging conversational manner with minimum steps.

The new VoiceBOT service from Tata Power is enabled with technology support from Yellow Messenger, an AI-powered enterprise audience engagement company.

Mr. Praveer Sinha, CEO & Managing Director, Tata Power, said, "*The digital revolution witnessed by the India today, offers huge opportunities for utilities to enhance the quality of customer service. As an essential service provider, we constantly look for new and powerful means to support and engage our customer better. TINA with a voice is one such service by Tata Power.*"

"People want to get things done as quickly and efficiently as possible, especially when it is about something as essential as electricity. Artificial Intelligence can make businesses much more customer-friendly and reduce operational costs in the process. We are very excited to help Tata Power take this phenomenal step in making power management so simplified for their customers," said **Raghu Ravinutala, CEO, Yellow Messenger.**

The integration of TINA with Google Assistant also gives the bot the ability to process requests without asking for customer ID, phone number or other personal details. TINA can now run the phone number, the query coming from its database, identify the linked account and retrieve the relevant information to deliver it in a personalized,

conversational manner. On the other hand, for generic, non-account specific queries such as locating nearest Tata Power Centre does not require any such data.

The new service will be available immediately to all Tata Power residential, commercial and industrial Consumers.

For further information, please contact:

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