

## **Tata Power launches 'Power Rewards' programme in Mumbai**

~The first by any power utility in India to provide consumers' loyalty programme~

**National, November 2018:** Tata Power, India's largest integrated power company, has always been committed to deliver value added services to its consumers backed by innovation. Being a front-runner in customer centricity, Tata Power Mumbai has developed a unique customer loyalty programme – 'Power Rewards', the first by any power utility in India.

All customers who pay their Tata Power bills either through offline or online payment methods would qualify to be awarded loyalty points through the Power Rewards app. Consumers can also earn additional bonus points by making payments through digital or electronic modes and other interactions with Tata Power.

The entire process of points being credited to customers would be automated. Consumers would have options to redeem their "Power Loyalty Points" across different merchant brands/categories in the form of exclusive discounts/vouchers/offers/services.

Commenting on the launch, **Mr. Praveer Sinha, CEO & Managing Director, Tata Power** said, *"The introduction of the Loyalty Rewards programme will revolutionize customer service and strengthen consumer loyalty. In a fast-paced, competitive and technology-driven world, Tata Power has pioneered to become the first power utility in India to provide these services. It will ensure that our customers get the best-in-the-class experience hassle-free at their fingertips.."*

Customers will be able to enroll for the loyalty programme by simply using their mobile number and Consumer Account (CA) Number. Tata Power has collaborated with Transactions Solutions International (TSI) India Private Limited – a Company specializing in transaction related solutions and customising them.

*"TSI is pleased to be the technology partner to Tata Power and provide a unique platform for Loyalty & Rewards program. At TSI, our core focus is on enabling transactions and powering rewards and loyalty for Utilities is first of its kind solution. We believe that loyalty programs have the power to change consumer behaviour and are confident that 'Power Rewards' will be received by the consumers in a very positive way. We wish all the best to Tata Power with this initiative."* said **Pawanjot Singh, Business Head, TSI India Private Limited.**

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