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For Immediate Release

New Delhi

Tata Power-DDL launches Chat-Bot 'Roshni' to enhance Digital Experience of Consumers

- To enable quicker and easier resolution of queries & complaints; has both English and Hindi language capabilities
- Integrated with company's Website, Mobile App, WhatsApp Number and official Facebook Page

Tata Power-DDL, a leading power utility supplying electricity to a populace of 7 million in North Delhi, announces the launch of its virtual assistant "Roshni".

Roshni has been launched with the objective of enhancing digital experience of consumers. Tata Power-DDL's consumers can avail customised services options through Roshni, on Company's Website, Mobile App (TPDDL Connect), WhatsApp Number (7303482071) and Facebook Messenger on company's official Facebook Page: <https://www.facebook.com/TataPower.DDL>

The virtual assistant is designed to deliver a seamless self-service experience and enable faster resolution of consumer queries /issues. The chat-bot has both English and Hindi language capabilities. In order to build greater adoption and reliability, a unique persona has been curated for the chat bot in 'Roshni'. She is intelligent, spontaneous, charismatic and always eager to help customers.

Tata Power-DDL customers can start a conversation with Roshni by simply clicking on the pop-up on the website and choosing their preferred language, thereby reducing their dependency on Call Centre.

Following are some of the services being offered through the Virtual Assistant:

1. Power Supply related Complaints (no current/voltage/street light related)
2. Meter Reading related information/ requests
3. Bill and Payment related information/ requests
4. Updation of personal contact details (name, e-mail id, phone number etc.)
5. Application for New Connection

6. Consumer benefit Offers & Schemes
7. Request/ Complaint Status
8. Download Duplicate Bills

The chat-bot can be accessed on both English Website www.tatapower-ddl.com and Hindi Website <https://hindi.tatapower-ddl.com> of the company.

Commenting on the launch, **Mr. Ganesh Srinivasan, CEO, Tata Power-DDL** said "We at Tata Power-DDL are constantly taking new initiatives to enhance the digital experience for our consumers and creating a 'Utility of The Future'. Through our Roshni chat-bot we aim at providing an entirely new experience for our consumers and creating an AI based virtual assistant for availing key services and to provide real time resolution of complaints and queries."

Tata Power Delhi Distribution is a Joint Venture Company between Tata Power and Government of National Capital Territory of Delhi which distributes electricity to a populace of over seven million in North Delhi. The company has been a frontrunner in adoption of Power Distribution Reforms and is acknowledged for its consumer-friendly practices. Recently, it has been awarded the Customer Fest Leadership Award 2021 for delivering "Best Digital Customer Experience".

TPDDL Connect App can be downloaded using the following link:

Google Play Store:

<https://play.google.com/store/apps/details?id=com.tpddl.www.tpddlconnect>

App Store: <https://apps.apple.com/in/app/tpddl-connect-an-official-app/id1287044083>

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