

Media Release

Adani Electricity announces Electric Smiles programme to promote cashless payment

-- Offers reward points for cashless payments and additional benefits for online payments

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-- Promotes Digital India initiative through cashless payments for all its customers --

Mumbai, February 14, 2019: Building on its core focus of customer centricity, Adani Electricity Mumbai Ltd (AEML), today announced 'Electric Smiles', a loyalty programme to reward its customers. The consumers making bill payments through cheques, website, mobile app and other online payment platforms, will be qualified to earn Electric Smiles that can be redeemed to get exclusive deals and discounts on purchases.

Every unit of Electric Smiles is equivalent to One Rupee. Customers will be eligible to receive 2 Electric Smiles per 100 rupees paid through cheque payments, while those using online payments will get 3 Electric Smiles per 100 rupees paid. Adani Electricity is also giving a special offer as Prompt Payment Incentive – customers making online payment within 7 days of bill generation will get 4 Electric Smiles per 100 rupees paid. Electric Smiles can be redeemed through exclusive offers and discounts on food & beverages, home furnishing, apparel, health & wellness, accessories and other such purchases.

Commenting to the launch, **an AEML Spokesperson** said, *"Having built an entire ecosystem around consumer convenience, we are privileged to launch Electric Smiles programme which is guaranteed to bring a smile to all our customers. About half of our customers are already using online payments and we want to thank them by offering Electric Smiles that can be used to avail exclusive offers. With a view to further bolster the Digital India initiative, we also want to encourage usage of cashless online payments for all our customers."*

AEML has tied up with Transaction Solutions International (TSI) to introduce this Value Added Service. **A Spokesperson from TSI India Private Limited** said, "TSI is pleased to be the technology partner to AEML and provide a unique platform for Loyalty & Rewards programme. At TSI, our core focus is on enabling transactions and powering rewards and loyalty for utilities, a first of its kind solution. We believe that loyalty programs have the power to change consumer behaviour and are confident that 'Electric Smiles' reward programme will be received by the consumers in a very positive way. We wish all the best to AEML with this initiative."

AEML's Electric Smiles reward points can be redeemed with over 27 leading brands in food & beverages, home furnishing, apparel, health & wellness, accessories and other segments.

About Adani Electricity Mumbai Limited

Adani Electricity Mumbai Ltd (AEML), part of the diversified Adani Group, is an integrated business of power Generation, Transmission & Retail Electricity Distribution. It serves over three million consumers spread across 400 sq. kms in Mumbai and its suburbs with 99.99% reliability, among the highest in the country. Adani Electricity meets close to 2,000 MW of power demand in Mumbai's largest and the most efficient power distribution network. It provides world-class customer care services with the help of advanced technologies. Adani Electricity plans to expand its presence in newer geographies in pursuit of India's vision of 'Power for All'.

For more information please visit our website www.adanielectricity.com



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For further information on this release, please contact:

Adani Electricity Mumbai Ltd	
Mr. Vijayendra Bhaavsar Hand Phone: +91 9820168842 Email – vijayendra.bhaavsar@adani.com	Mr. Abhijeet Kumar Hand Phone: +91 8080334332 Email – abhijeet.kumar2@adani.com

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