

Media Release:

**New Customer Care Initiative by R Infra -
Know Your Electricity Meter Reading Date in Advance**

- **Power bills to provide tentative date for next meter reading.**
- **Consumers to get SMS confirmation a one day in advance.**

Mumbai, December 15, 2008: Electricity consumers in Suburban Mumbai will now be in position to know well in advance about the date on which their electricity meter will be read in subsequent month for billing purpose.

As a part of its ongoing endeavours and commitment towards continual improvement in the customer care initiatives, Reliance Infrastructure Limited (RInfra), the largest power distributor in the Mumbai metropolis, has introduced this unique initiative with effect from the November billing month. Thus, in line with the system, electricity bill for the month of November 2008 will now have the tentative date mentioned its *'Important Messages'* section, on which the meter reading at consumers premises is tentatively scheduled to take place for the purpose of preparing electricity bill for the month of December 2008. The consumers, whose mobile phone numbers have been registered with Company's Customer Care Centre, will get one day advance confirmation about the meter reading date through SMS on their mobile phones.

Currently, there are more than 4 lacs electricity consumers in Suburban Mumbai, who have registered their mobile nos. with the Company and getting other RInfra services on their mobile phones like, SMS alerts about bounced cheque, ECS Mandate crossed, payment received through cheque in mail, bill/prompt payment incentive, information on balance under Voluntary Deposit Scheme and replenishment, due date reminder and payment confirmation.

This is the first of its kind initiative by any utility or service providing organization in the country. With this, the suburban electricity consumers can now derive the following benefits through the initiative.

- Transparency in meter reading process. Consumers, being aware with the date of meter reading through their electricity bills as well as on SMS, can now see their meter read in person and get their doubts clarified, if any.
- Consumers can create proper access to facilitate meter reading by removing hurdles near meter reading cabin, if any.

Reliance Infrastructure Limited

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- Consumers can assess their exact electricity consumption, analyze the same and initiate measures to curb it.
- Consumers can initiate necessary action at his end, if required, since the bill will also carry the exact reason for which the consumer was billed in the previous month on 'developed' principals, i.e., bill based on its previous consumption for want of actual reading, owing to the hindrances, either at Company's end and / or Consumers' end.

Reliance Infrastructure's Spokesperson, while speaking on the issue said, ***"The initiative is in line with Company's Vision to provide International Standards of Customer Care and to become a 'Technology Driven' Organization. Already we have introduced lots of such technology based initiatives and lots are to come. We are happy and proud to be first to introduce such initiatives for our 26.5 lakhs consumers across our area of supply in Suburban Mumbai and will continue to do so."*** He further added, ***"We sincerely appeal to our Consumers to register their mobile nos. with us at our Round O'clock Customer Care Centre on 30303030 to enable us to extend this facility to them."***

Reliance Infrastructure, in the last few years, has introduced several technology driven customer care initiatives, which are first of its kind in India; few of them are electricity bills in Customer's preferred language, several bill payment options, bills for visually challenged, most advanced Customer Care Centres, e-Bills, web bills, etc.

Reliance Infrastructure Limited:

Reliance Infrastructure Limited, earlier Reliance Energy Limited, a part of Reliance - Anil Dhirubhai Ambani Group, is India's leading company undertaking EPC services in Indian Power sector.

The Reliance Anil Dhirubhai Ambani Group currently has net worth in excess of Rs. 45,000 crores (US\$ 11.5 billion), cash flows of Rs. 11,000 crores (US\$ 2.8 billion), net profit of Rs. 7,000 crores (US\$ 1.7 billion) and zero net debt.

Reliance Infrastructure is ranked amongst India's top 20 listed private companies in terms of all major financial parameters, including assets, sales, net worth, profits and market capitalisation.

Reliance Power Limited, a Reliance - Anil Dhirubhai Ambani Group Company, is India's leading private sector power generation Company. Reliance Power is implementing power projects with aggregate capacity of over 28,200 MW, by far the largest development pipeline in the country.