

April 11, 2017

Press Release

BSES Cash Back Scheme Gets Thumps-Up From Consumers

Around 2.25 lakh consumers get cash-back on timely payments

The cash-back being offered by Paytm, MobiKwick and PhonePe for BSES Rajdhani Power Limited (BRPL) and BSES Yamuna Power Limited (BYPL) was a huge success. During February and March, around 2.25 lakh consumers (BRPL around 1.5 lakh; BYPL around 75,000) availed the cash-back offer. The total value of the cash-back given to consumers is around Rs 1 crore.

Cash-back scheme

Consumers of BRPL and BYPL received upto Rs 200 cash back on their electricity bills between February and March 31, 2017. All they had to do was to pay the bills before the due-date through the websites / Apps of Paytm, MobiKwik and PhonePe.

Consumers can make payment through various options including Debit Card, Credit Card, Net Banking, E Wallets and UPI.

Consumers with the due date of their electricity bill in April 2017 were also eligible to participate, provided they paid their bill by March 31, 2017. This was done to enable maximum number of consumers to avail the benefit.

Commenting the success of the scheme, BSES spokesperson said, " It is our continuous endeavour to come out with pro-consumer initiatives that benefit them in tangible terms. Cash-back scheme was lapped up by our consumers."

Apart from E Wallets, consumers can pay their electricity bills conveniently at over 4000 locations, through a wide spectrum of options, including BSES drop boxes, Credit & Debit Cards, Net banking, Auto Debit, neighbourhood Easy Bill, Money N Mobile and Oxigen outlets, ITZ Cash Cards, Bill Payment Kiosks, cheque in mail facility & RTGS / NEFT through banks for Key consumers.

BRPL & BYPL are premier power distribution companies and Joint Ventures between Reliance Infrastructure Limited and GoNCT.

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