

Cash back scheme for BSES consumers an unprecedented success**Around 5 lakh BSES consumers get cash-back on timely payments****Consumers avail benefits worth around Rs 8 crore**

The cash-back being offered by Paytm for consumers of BSES Rajdhani Power Limited (BRPL) and BSES Yamuna Power Limited (BYPL) was an unprecedented success. During February and March, around 5 lakh consumers (BRPL around 3 lakh; BYPL around 1.5 lakh) availed the cash-back offer. The total value of the cash-back given to consumers is around Rs 8 crore.

Cash back scheme

Consumers of BSES Rajdhani Power Limited (BRPL) and BSES Yamuna Power Limited (BYPL) received upto Rs 200 cash back on their electricity bills in February and March 2016. They had to pay them before the due-date through Paytm website / Paytm App. This scheme was launched by Paytm for BSES consumers and an agreement has been signed to this affect.

Consumers received Rs 200 'cash back' if they paid their electricity bills 7 days before the due date mentioned on the bill and Rs 150 cash-back on all other dates before the due date.

Consumers could make payment through various options including Debit Card, Credit Card, Net Banking & Paytm Wallet.

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

BRPL & BYPL are premier distribution companies and Joint Ventures between R-Infra and GoNCTD

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