



**CREATING  
SUSTAINABLE VALUE  
FOR ALL**



TP Southern Odisha Distribution Ltd.

TPSODL is focused on providing a reliable power supply, enhanced customer services and reducing the existing AT&C losses in a systematic manner. The company is working towards achieving this by upgrading the present distribution infrastructure, adopting new technologies and providing various digital services to the customers.



**Amit Kumar Garg**  
Chief Executive Officer

## About TPSODL

TP Southern Odisha Distribution Limited (TPSODL) is a joint venture between Tata Power, India's largest integrated power company, and the Government of Odisha is one of the youngest organisations in Indian energy distribution landscape. With state-of-the-art infrastructure, coupled with cutting-edge technology, TPSODL takes immense pride in delivering reliable and sustainable power solutions to some of the remotest parts of Odisha. Presently we are serving over 94.38 people with consumer base of 22.70 lakh spread across an area of 48,752 sq. km in eight southern districts of the state, consisting of largely hilly, remote, and rural belts. With a legacy rooted in Tata Group's commitment to excellence and social responsibility, TPSODL is moving forward with a holistic approach to enhance customer experience through various customer-centric initiatives.



**22.70 LAKH**  
CONSUMER BASE



**94.38 LAKH**  
POPULATION SERVED



**48752 SQ. KM**  
DISTRIBUTION AREA





## VISION

**Enriching lives through safe, reliable, sustainable, affordable and customer-centric energy solutions**

## MISSION

- Keep the customer at the centre of all we do
- Operational excellence through adoption of cutting edge technology & innovation
- Create an empowered, agile and future ready workforce driven by passion & purpose
- Engage with communities to enable sustainable livelihoods
- Leadership with Care' for all stakeholders

## VALUES

We derive our core values, from the Tata Group Values. These values underpin everything we do - in the way we all behave, the way we work, and the way we present ourselves in our corporate identity.

- Safety
- Care
- Agility
- Learnings
- Ethics



# Customer Centricity

At TPSODL Customer Centricity is more of a journey than a destination. Our consumers are at the center of everything we do. We understand the vital role electricity plays in everyday life, and our customer-centric approach ensures responsive service, transparent communication, prompt grievance resolution, and customised solutions to meet the unique energy requirements of each customer.

- Setting up of a **24x7 Toll-free Call Centre** (1912/18003456797)
- State-of-the-art **Customer Relations Centre** or CRCs where consumers can walk in and get solutions
- Successful operations at the all-women CRCs (Berhampur).
- Setting up of CRCs at different areas (Jeypore, Rayagada, Aska, Hinjilicut and Parlakhemundi).
- Missed call number facility (70088 08888) for new connections.
- Migrating to a new customer relationship management system for all metering, billing and payment-related activities.
- Encouraging all payments through digital mode so that consumers can avail **4% rebate** and various other promotional offers.
- **Samadhaan Camps** are held regularly to help with metering & billing-related issues.
- All rural Fuse Call Centres have been transformed into **Sampark Kendras** to deal with all consumer grievances, especially in rural areas.
- Creating **Model Gram Panchayats** to address meter readings, billings, new connections and other CSR activities.
- Customers can also seek help or voice grievances through the interactive **WhatsApp Services, 24X7 Social Media Desk and the My Tata Power App**.
- TPSODL has onboarded with several Digital avenues to facilitate consumers paying their electricity bill digitally.
- Consumers can pay electricity bill through UPI, Wallets, Debit cards, credit cards, and net-banking.



## Cutting Age Technology

Technological innovation is playing a key role in the journey of excellence at TPSODL to empower both internal & external stakeholders. Business integration for smooth operation and integration of value-added services for customers. i.e. like MyTataPowerApp are a few adoptions of technologies to make stakeholders' journey smooth at TPSODL. In continuation of its efforts to ensure affordable & quality power supply, TPSODL has introduced cutting-edge smart technologies in its various domains.

- All offices are now connected either on dedicated MPLS links or Optical Fibre Cable (OFC), giving reliable and secured access to intranet/internet.
- TPSODL commissioned its own Data Centre to host **SCADA, GIS and bespoke** applications
- Successfully rolled out online **Customer Information System (CIS)** for Revenue Management and 100% consumers with their previous billing, payment, meter related data was migrated to the new system.
- Integration of various platforms – **GIS** with ADMS, GIS with SCADA, GIS with **Mo Bidyut** and GIS with CYME.
- Business process automation through **43 bespoke** applications.
- TPSODL has also been conferred with the **ISO 27001:2013** (ISMS) certification by British Standards Institution (BSI).
- Automation of equipments and implementation of **SCADA** System has enabled Central Control room to monitor and operate Primary Sub Stations from one location on real time basis.
- Deployed **Mobile Substation** across TPSODL for quick restoration of power supply in any exigency.
- Adopted **SAP ERP** for Finance, Material, Project and HR Management.
- Implemented innovative solution like Compact Package Substation, Fault Passage Indicators, Auto reclosers and Sectionalizes for safe and reliable power supply.
- **Geographical Information System** (GIS) has been implemented in the City, Berhampur and Aska Circles, where 9.2 lakhs consumers have been migrated to GIS.



## Caring the Community

As a part of the Tata Group, TPSODL keeps the Tata Group's ethos of giving back to society as one of its prime responsibilities. Ever since its incorporation, TPSODL has been focussed on the holistic development of the underprivileged communities, societies and the nation in the true spirits of Tata Group.

Being 'socially responsible utility through its community centric initiatives' is an integral part of TPSODL's vision statement which is supported with commitment to serve the society through community-centric initiatives in mission statement.

**TPSODL has a well-defined Corporate Social Responsibility Policy that articulates its aspiration of integrating its business values and operations to meet the expectations of its stakeholders.**



In order to improve the quality of lives of proximate communities, various community inclined initiatives are being driven such as:

- **Digital Literacy Campaign** in rural areas to impart training on various aspects of digital literacy.
- More than **10 lakh consumer**, with a keen focus on women and youth, have been trained on digital payment methods.
- Setting up **Mobile Health Dispensaries** in its operational areas, especially in remote areas. At present two MHDs are operational in Ganjam and Jeypore.
- **Club Enerji** initiatives at schools to make first-hand realisation of the energy crisis.
- More than **3500 women self-help group** members have been trained on various income generation activities – such as backyard farming, Millet and mushroom cultivation and poultry farming - to enhance their livelihood.
- TPSODL has established **Vocational Training Centre** at Aska for providing Hands-on training to the local youth.

### LIVELIHOOD ENGAGEMENT OF WOMEN

FY 23	FY 24 (UPTO NOV 23)
3500+	2400+

## Safety Comes First

Occupational Health and Safety is given a lot of importance at TPSODL. The Company undertakes numerous initiatives to ensure the working environment is safe and the workforce is happy and healthy. In addition to ensuring that all necessary safety precautions are in place, TPSODL also takes various proactive measures by organising various safety campaigns for our consumers and employees to minimize chances of electricity related mishaps.

- Training programs on safety, computer literacy and technical skills are held regularly.
- 15 TSSDI - **TPSODL Safety and Skill Development Institutes** – have been set up to provide advanced classroom training as well as real-time practical demonstrations on safety and skill development modules.
- TPSODL's employees, BAs and consumers have been empowered with the **Suraksha Prahari App** to capture unsafe conditions and ensure speedy corrective actions.
- The Unified **Suraksha Kavach App 2.0** enhances efficient data capturing and keeps safety intact while issuing PTW/LC for field and BA executives.
- **HoTT** (Hands-On Technical Training Centre) for Workplace Safety and Excellence

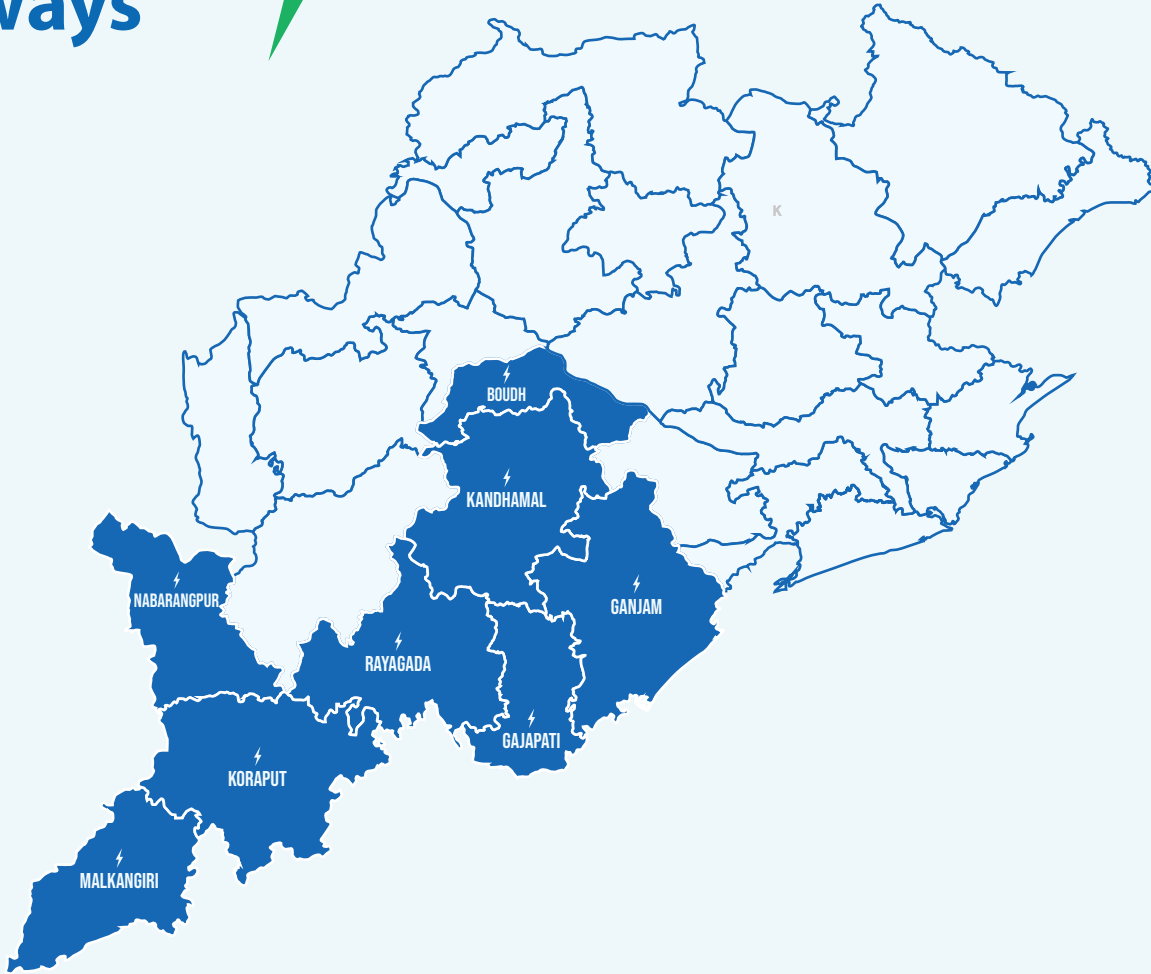


## Awards & Accolades

- 5-Star Platinum Award from World Safety Organisation - OSHE 2023
- Piloted Technologies Award in Power Innovista 2023 for Pole Mounted Auto Voltage Detection Device
- SQF-IEI Safety Innovation Award - 2023 by 20th Safety Convention
- Corporate Visionary Leadership Award at Vibrant Odisha Conclave
- Choice of Jury Award at Tata Power Safety Conclave 2023
- Best Innovative CSR Project Awards 2023
- State Level Electrical Safety Award 2023
- State Level Electrical Safety Award 2022
- State Level Electrical Safety Award 2021



For You  
With You  
Always



# TPSO<sup>DL</sup>

TP SOUTHERN ODISHA  
DISTRIBUTION LIMITED

(A Joint Venture of Tata Power and Government of Odisha)



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