

November 22, 2017

**Press Release**

**Power and Convenience of the Revolutionary Bharat QR Code Comes to BSES Consumers**

**Now, just scan and pay your electricity bill and get 10% cash-back**

- **BRPL introduces India's 1<sup>st</sup> Bharat QR Code enabled facility for electricity bills**
- **Minimum 10% cash-back is being facilitated by MasterCard**
  - **Cash-back scheme will continue till February 28, 2018**
- **Around 60% of BRPL customers use non-cash methods to pay their bills**
- **Nearly 50% use pay their bills digitally**
- **BYPL also introduces QR Code based payment system through BSES Mobile App**
- **BSES promoting digital to simplify processes in line with 'Ease of Doing Business'**

BSES has been at the forefront of promoting digital payments. Now, the around 24 lakh customers of BSES Rajdhani Power Limited (BRPL) in South and West Delhi can benefit from the power and convenience of the revolutionary Bharat QR Code while paying their electricity bills. Moreover, it is India's first Bharat QR Code enabled payment facility on electricity bills.

While doing so, customers can also get a minimum cash-back of 10%\* (and maximum of upto Rs 75/-) per Bharat QR code transaction. To avail the cash-back, all they have to do is pay their Bharat QR transaction through their MasterCard. The cash-back offer will continue till February 28, 2018.

The initiative was announced at a function organised, today in Delhi by Mr Amal Sinha, CEO BRPL, Mr Sanagram Singh (EVP & Head - Payments, Axis Bank) and Mr Porush Singh (Country Corporate Officer, India and Division President, South Asia, MasterCard).

**Easy to use: Just scan and pay**

- Open your Bank's Mobile App
- Scan the QR Code printed on front of the electricity bill
- Your CA number and due amount will automatically get populated
- Select the payment method (UPI, Debit/Credit cards from Visa, MasterCard and RuPay)
- Check the payment details and confirm the transaction

**Commenting on the initiative, BRPL CEO, Mr Amal Sinha, said,** "This association between BRPL, Axis Bank and Master Card will be beneficial to the customers. I am sure, the three organizations, leaders in their respective spheres, will be able to draw on and leverage each other's strengths"

"BRPL has been aggressively promoting digital payments. Today, over 65% of BRPL consumers have started using cashless methods to pay their bills and nearly 50% pay through digital modes of payments", **added Mr Sinha.**

**Commenting on the tie-up, Mr Sangram Singh - EVP & Head – Payments, Axis Bank, said,** "We are delighted to partner with BSES Rajdhani Power Ltd (BRPL) in introducing Bharat QR as a payment option. We have always focused on delivering innovative payments solutions for our partners and the

Bharat QR code solutions goes a long way in making payments seamless and brings simplicity to the fore. BRPL customers can now make their electricity bill payments with just a quick scan and click of a button from their mobile banking application, anytime and anywhere. "

**On his part, Mr Porush Singh, Country Corporate Officer, India and Division President, South Asia, MasterCard commented,** "We collaborated with the industry to introduce Bharat QR this year, the world's first interoperable acceptance solution and so far the easiest way to make and accept daily payments. Through this partnership with BRPL and Axis Bank, the payment experience of paying electricity bills will become much simpler and quicker for the consumers. I believe that advancing the use of Bharat QR will help us make progress towards realizing the dream of Digital India."

### **QR Code based payment in East and Central Delhi**

Meanwhile, for their consumers in East and Central Delhi, BSES Yamuna Power Limited (BYPL) has also introduced a QR Code based bill payment option on their electricity bills. To use this option, a consumer has to click on the feature "Instant Payment" in BSES' Mobile App and scan the QR Code printed on the bill. Subsequently, they can choose any digital option to pay their electricity bill.

### **Benefits of QR Code based payments**

QR Code based payment is a revolutionary method to pay electricity bills. It removes risks associated with cash and card handling. Because of its convenience, it reduces transaction time by more than 50%. Moreover, the payment is credited to the customer's account promptly.

**BSES has been working relentless to align its processes with "Ease of Doing Business" in line with Ministry of Power's initiative on the subject. Aggressively going digital is an integral part of this progression.**

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

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