

**TPNODL**

**TP NORTHERN ODISHA  
DISTRIBUTION LIMITED**

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

# POWERING PROGRESS



**For You,  
With You,  
Always**



TP Northern Odisha Distribution Limited (TPNODL) is a joint venture between Tata Power and the Government of Odisha, dedicated to delivering reliable power and superior customer service to the people of Northern Odisha. We serve approximately 97 lakh people across a consumer base of 19.86 lakh, covering 27,920 sq. km in five districts, Balasore, Bhadrak, Jajpur, Keonjhar, and Mayurbhanj.

We are honored to have received an A+ rating for the second consecutive year in the 13th Annual Integrated Rating and Ranking of Power Distribution Utilities, conducted by the Ministry of Power, Government of India. This distinction reflects our ongoing efforts to uphold high standards in performance, financial stability, regulatory compliance, customer service, and process excellence. Achieving this rating twice within the first four years of operations highlights our unwavering dedication to delivering quality services to our customers.

At TPNODL, we are driven by a profound commitment to delivering reliable quality power supply, elevating customer service, and reducing AT&C losses. Our strategic approach encompasses the continuous upgrading of power distribution infrastructure, judicious leveraging of cutting-edge technologies and the deployment of innovative digital solutions designed to enhance both operational efficacy and customer convenience. Anchored in a steadfast dedication to excellence, we pursue ongoing improvement and innovation, humbly striving to exceed expectations and provide value-driven experiences for our esteemed consumers.



**Dwijadas Basak**  
Chief Executive Officer



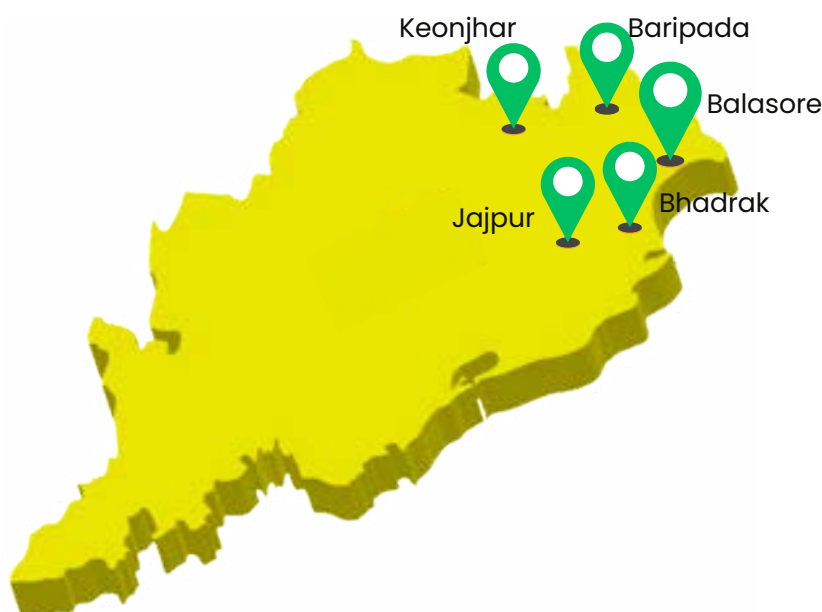
**POPULATION COVERED**  
**97 LAKHS**



**CONSUMER BASE**  
**19.86 LAKHS**



**DISTRIBUTION AREA**  
**27,920 SQ.KM**



Revenue districts	5
Electrical Circles	5
Electrical Divisions	16
Electrical Sub-Divisions	50
Electrical Sections	159





# Who we are

## Vision, Mission & Value

### Vision

To be the best utility of choice for reliable, affordable & sustainable power through technology adoption & innovative service delivery.



### Mission

- Improve upon customer centricity
- Adoption of cutting edge technology
- Sustainable growth with focus on profitability and community
- Creating an empowered workforce driven by passion & purpose
- Innovative rural service delivery



### Value



**SAFETY**



**CARE**



**AGILITY**



**LEARNING**



**ETHICS**





Safety is ingrained in our corporate DNA. At TPNODL, we prioritize the well-being of our workforce, assets, and the environment. Our commitment to health and safety is unwavering, driven by a core value that safety is non-negotiable. We strive for zero incidents, fostering a culture where safety is integral to every aspect of our operations. It's not just about statistics; it's about cultivating a safe and healthy work environment that benefits everyone.



## SAFETY, OUR TOP PRIORITY AT TPNODL

- **Safety First:** Mandatory use of Personal Protective Equipment (PPEs) to ensure workforce well-being.
- **Suraksha Kawach App:** Digital permission to work system, streamlining safety protocols.
- **Comprehensive Training:** Mandatory safety training for all employees and Business Associates (BAs).
- **Practice Yards:** Dedicated training facilities at every electrical circle and division.
- **Public Awareness:** Initiatives promoting electrical safety awareness among the general public.
- **Modern Safety Tools:** Leveraging innovative equipment, including Integrated Safety Harness with voltage detector helmet, portable Pole Climber, and Helmet Mounted Live Streaming Camera.
- **Drone-Based Surveillance:** AI-powered analytics for enhanced safety monitoring and incident prevention.

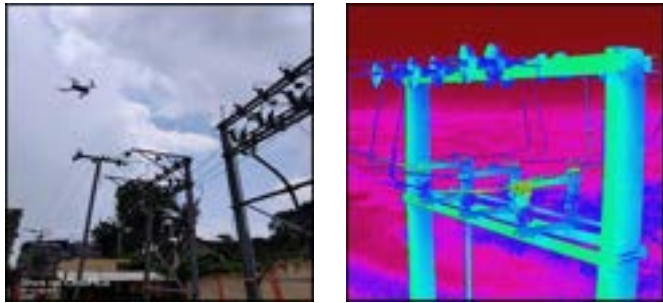


## Electrical Safety at Home

- Avoid overloading sockets and extension cords.
- Keep electrical appliances away from water sources.
- Regularly check and replace damaged cords or plugs.
- Install circuit breakers or fuses to prevent electrical shocks.
- For electrical work, ask experts only.
- Do not touch or hold hanging or damaged wire; contact an electrician or us for LT wire-related matters.

## KEY INITIATIVES

### Drone Driven Feeder Maintenance



- The maintenance works are undertaken based on the aerial survey.
- Vulnerable locations in feeders in terms of damaged/broken insulators, cross arms, jumpers, sagging, tree infringement etc. are captured.
- Also, useful where the feeder is running through deep forest, inaccessible rural areas like paddy field, water logged areas.

### Town City Islanding Concept:



- Installation of RMU/ Autorecloser in feeder at the boundary of Urban & Rural area
- Urban area will remain unaffected during fault in rural belt and fault restoration will be faster for rural belt as well.

### Power Cable Fault Locator



- Mobile Underground Power Cable Fault Locator system, deployed for cable testing, fault location, cable route tracing & identification activities of underground network for all critical & inaccessible underground cable sections
- Helps in faster restoration & reliability improvement.

### Ultrasound Scanning for Predictive Maintenance



Ultrasonic scanning identifies abnormalities in the lines & network which may get converted into a potential failure and helps in taking corrective action in advance to mitigate the same.





## Mobile Transformer Trolley



- Mobile trolley is consisting of 400KVA Transformer & 800A LT Air Circuit Breaker fitted on Trolley
- Helps in reducing the downtime during DTR failure & uninterrupted supply for the consumers during longer outages for maintenance of project work.

## PTR Health indexing



A PTR Health Card Index is being developed, based on rigorous electrical parameter testing. This initiative will phase out unreliable transformers over 25 years old with multiple repairs, using the Transformer Health Indexing (THI) framework.



## Powering Excellence

- Adding new substations, with over 50 Ckm of new 33KV lines and over 130 Ckm of new 11kv lines.
- Erection of PC+6 towers on both side of the river for 33KV Line overcoming the geographical barriers of line emerged in river water during flood like situation & thus, ensure uninterrupted power supply to communities during flood
- Drones driven meter readings for Lift Irrigation Consumers and drone driven enforcement & thermal scanning of inaccessible feeders.
- Installation of Ring Main Units (RMUs) for supply reliability & down time reduction
- Auto-reclosers for immediate & automatic supply restoration during transient fault
- GIS mapping of over 26,500 km network and over 15 lakh consumers
- Spun Concrete Pole – Pursued by TPNODL & approved by Govt. of Odisha for the first time in Odisha to create a disaster resilient network.
- Introduced the latest generation of Tower Wagons: elevating safety and efficiency in high-height electrical work
- Achieving 402.55 MW of power savings through theft reduction
- Implementing Dynamic QR Code in Spot Bill and Click to Pay Service for LT consumers
- Ensuring 100% metering of 11kv and 33kv feeders and smart metering for 100kVA+ transformers
- Replacing over 9 lakh faulty meters



# Tech Transformations

## PSCC and SCADA System

- SCADA systems provide real time data on power flows, monitor system performance. It facilitates rapid response to outages, ensuring reliable and efficient electricity delivery.
- State-of-the-art Power System Control Center (PSCC) in Balasore, serves as the nerve centre of TPNODL's operations, enabling centralized real-time monitoring and control of PSS operation across entire TPNODL.



## My Tata Power App : One App , Many Solutions



## Smart Metering

- Advanced Metering Infrastructure ( AMI ) or Smart metering system refer to a system that measure , collect , monitor energy usage provide consumption information from smart meter to Electricity utility through communication media.
- Helps in real-time monitoring, automated accurate billing, electricity theft detection and improved grid performance. It is very useful for consumers to adjust their consumption pattern analysing their energy usage.





## Consumer Connect

TPNODL is committed to providing seamless customer experiences to its customers and focuses on managing all consumer touchpoints effectively to provide them with information, services, and support they need.

### **24x7 Call Centre:**

With a dedicated 24x7 call center (Toll-free Dial 1912 and 1800-3456-718) established to provide customer support and assistance without physical visits, our representatives have been able to address all customer queries and offer solutions in a timely and efficient manner.

### **Customer Care Centre:**

Each customer care centre is staffed with a customer relationship executive, customer care executives and cashiers to assist customers with queries, requests and bill payments. There are 16 customer service centers in total. Each division has its own customer care center.

### **Anubhav Kendra:**

A total of 139 Anubhav Kendras have been set up to ensure that rural consumers receive all the assistance they need regarding electricity supply and bill payments, thereby improving their customer experience even in the rural region.








### **Grievance Redressal Forums (GRF)**

TPNODL has established four grievance redressal forums in Balasore (for Balasore and Bhadrak districts), Jajpur Road, Keonjhar, and Baripada towns in accordance with the State Commission guidelines.

In addition to incorporating various government platforms, such as MO BIDYUT and JANA SUNANI portals, we have further empowered our consumers through the launch of the 'My Tata Power App'. This innovative solution provides a single-point interface, offering multiple services and enhancing overall convenience.



## Connect Us

-  Spot Power Theft? Report It! – **94389 06002**
-  Say No to Unethical Demands! Report Now – **91245 58988**
-  New Connection at Your Fingertips! Give a Missed Call – **74117 79791**
-  Safety First! Report Unsafe Practices through WhatsApp – **91242 54011**
-  No Power? No Problem! Report with a Missed Call – **9777774787**
-  Chat with Us! Interactive WhatsApp Services – **77770 04759** (Type 'Hi' to start conversation)
-  Email Your Concerns! We're Listening – **customercare@tpnodi.com**

**Our 24/7 Toll-free call center number**

**1800-3456-718 / 1912**





# Empowering communities through CSR

Our CSR initiatives focus on four key areas: Education, Employability, Entrepreneurship, and Essential Services, driving positive impact in the region.

## 1. Education:

- Developed 40 women literacy centers in Mayurbhanj, Balasore and Keonjhar districts, providing functional and financial literacy training to over 1800 women.
- Formed Club Enerji in 175 schools impacting more than 75,000 students annually
- Providing free coaching to 1200+ underprivileged students in Bhadrak and Jajpur districts in Mathematics, Science and English curriculum.
- Digital literacy programs in Bhadrak, Balasore and Jajpur districts to sensitize over 4 lakh members on the entitlement benefits of Govt. schemes in community



## 2. Employability and Employment

- Establishment of five Vocational Training Centers (VTCs) at Rairangpur, Chadepahadi in Mayurbhanj, Turumunga in Keonjhar, Kapasi in Jajpur and Kuruda in Balasore, offering trainings in tailoring, computer, beauticians, electrical & home appliance repair, communication and personality development, and employability skills in association with TCS. Empowered 1,881 youth and women, equipping them with marketable skills.



## 3. Entrepreneurship

- Under URJA SAKHI Initiative, creating employment opportunities for 614 women
- Empowering 307 Women SHGs with Metering, Billing, & Collection activities.



## 4. Essential Services

- Operate Health Dispensaries in 5 districts, providing healthcare services to 1.5 lakh+ patients every year in remote areas.
- Promoting hygiene and preventative healthcare in underserved communities through health & sanitation awareness campaigns.



## Employee Volunteering

Over 4,500 employees contribute 21,500+ volunteer hours annually in various activities including energy conservation, plantation drives, sanitation programs, blood donation camps, career counselling and community visits underscoring our commitment to social responsibility.





# Awards & Accolades



Excellence in Livelihood, Employability, and Entrepreneurship" Award



Best Health Care initiative of the Year Award



Utkarsh Award 2024



Gold Award in Global Energy and Environment foundation



Winner - CII HSE Symposium



Best Employer Brand



Outstanding Sustainable Social Impacts Award



ICQCC Gold Award



CEO of the Year Award



Gold Award in 'Best Smart Grid Project in India'



Gold Award at CII - State Level Convention on Quality Circle



Certificate of Merit in National Energy Conservation Awards 2024



Certificate of Merit in 'Smart Technology-Electricity Distribution'



1<sup>st</sup> Runners Up - CII - National Convention on Quality Circle

NCQC, Gwalior





Shine On with Roof Top Solar, Save Big !



## PM - Surya Ghar: Muft Bijli Yojana

Be a part of the **Solar Revolution**

- ☀️ Government support
- ☀️ Reduced electricity bill
- ☀️ Grid connected easy installation
- ☀️ Low maintenance
- ☀️ High durability
- ☀️ Eco-friendly solution

\*Subsidy upto  
**₹1.38 Lac**

### Avail Government Support on Installation

kW	CENTRAL GOVT. SUBSIDY	STATE GOVT. SUBSIDY	TOTAL SUBSIDY
1	₹30,000/-	₹25,000/-	₹55,000/-
2	₹60,000/-	₹50,000/-	₹110,000/-
3 or more	₹78,000/-	₹60,000/-	₹138,000/-

\*Conditions apply



National call center:  
**15555**



TPNODL Call Centre:  
**1800-3456-718 / 1912**



Scan to know  
more:







# TPNØDL

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Regd./Corporate Office: Januganj, Ramuna Golei,  
Balasore- 756 019, Odisha, India