



MAHARASHTRA STATE ELECTRICITY DISTRIBUTION COMPANY LTD.
(A Govt. of Maharashtra Undertaking)
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Prof. Anant Kanekar Marg,
Bandra (E), Mumbai-400 051.

Ref. No.: SE/TRC/M186/

No 0 0 0 1 4

Date: 01 JAN 2019

To,
The Secretary,
Maharashtra Electricity Regulatory Commission,
World Trade Centre, Centre No.1,
13th Floor, Cuffe Parade, Mumbai.

Subject: Petition for seeking the inclusion of revenue expenditure being incurred on providing discount under the Go-Green initiative and revenue expenditure being incurred on providing messaging service (SMS) as a part of Aggregate Revenue Requirement (ARR) of respective years

Sir,

MSEDCL is hereby submitting Petition for seeking the inclusion of revenue expenditure being incurred on providing discount under the Go-Green initiative and revenue expenditure being incurred on providing messaging service (SMS) as a part of Aggregate Revenue Requirement (ARR) of respective years; which is enclosed herewith.

The necessary fees as per MERC (Fees & Charges) Regulations 2017, of Rs.10,000/- (Rs Ten Thousand only) is paid on 29/12/2018 by RTGS (No. SBIN0005345).

This may please be taken on record and be placed before Hon'ble Commission for its consideration.

Thanking you.

Encl: As above

Yours faithfully,

(Satish Chavan)
Director (Commercial)
MSEDCL

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BEFORE MAHARASHTRA ELECTRICITY REGULATORY COMMISSION, MUMBAI

Filing No.: _____

Case No.: _____

IN THE MATTER OF

PETITION FOR SEEKING THE INCLUSION OF REVENUE EXPENDITURE BEING INCURRED ON PROVIDING DISCOUNT UNDER THE GO-GREEN INITIATIVE AND REVENUE EXPENDITURE BEING INCURRED ON PROVIDING MESSAGING SERVICE (SMS) AS A PART OF AGGREGATE REVENUE REQUIREMENT (ARR) OF RESPECTIVE YEARS

AND

IN THE MATTER OF

SECTION 62 OF THE ELECTRICITY ACT, 2003;

AND

IN THE MATTER OF

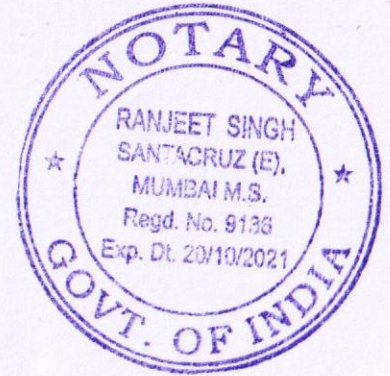
REGULATION 102 OF MERC (MULTI-YEAR TARIFF) REGULATIONS, 2015;

AND

IN THE MATTER OF

MAHARASHTRA STATE ELECTRICITY
DISTRIBUTION COMPANY LIMITED, PRAKASHGAD,
BANDRA (EAST), MUMBAI

—PETITIONER



Affidavit on behalf of Maharashtra State Electricity Distribution Company Limited.

I, Satish Chavan, son of Shri Vitthalrao Chavan, aged 53 years, having my office at MSEDCL, Prakashgad, Plot No.G-9, Anant Kanekar Marg, Bandra (East), Mumbai – 400051, do solemnly affirm and say as follows:

I am the Director (Commercial) of the Maharashtra State Electricity Distribution Company Limited and duly authorised by the said Petitioner to make this affidavit.


The statements made in the enclosed Petition the inclusion of revenue expenditure being incurred on providing discount under the Go-Green initiative and revenue expenditure being incurred on providing messaging service (SMS) as a part of Aggregate Revenue

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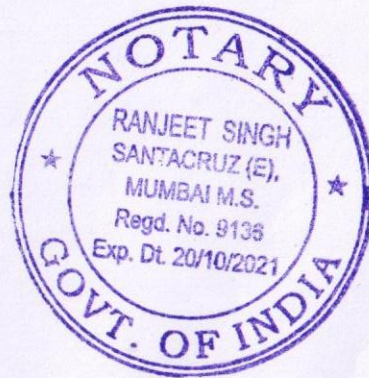
Requirement (ARR) of respective years are made considering the information received from the concerned officers of the Company; which is shown to me and I believe them to be true.

I say that there are no proceedings pending in any Court of Law/Tribunal or Arbitrator or any Authority, wherein the Petitioner is a party and issues arising and or/reliefs sought are identical or similar to the issues arising in the matter pending before this Hon'ble Commission.

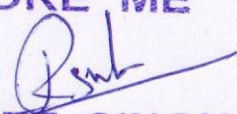
I solemnly affirm at Mumbai on this ____ December, 2018 that, the contents of this affidavit are true to the best of my knowledge, no part of it is false and nothing material has been concealed there from.


Deponent
Director (Comm)
MSEDCL

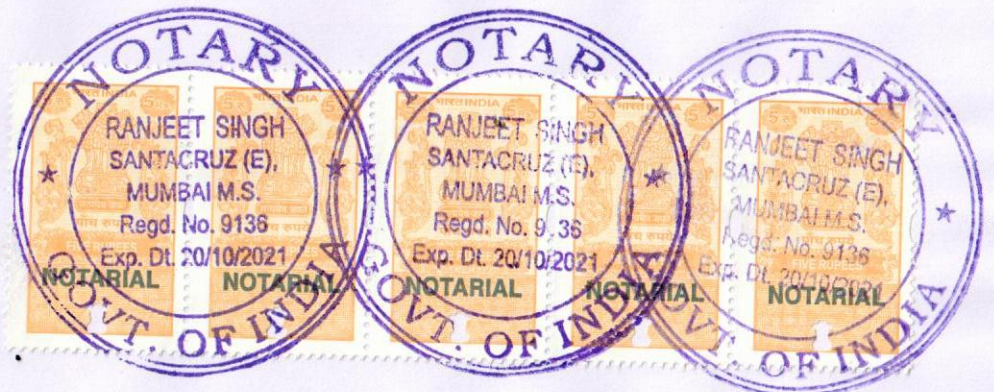
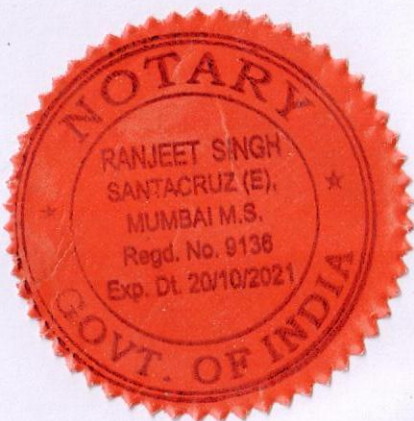
IDENTIFIED BEFORE ME



BEFORE ME


RANJEET SINGH
M.Sc.LL.B.
NOTARY
MAHARASHTRA
GOVT. OF INDIA

- 1 JAN 2019



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BEFORE MAHARASHTRA ELECTRICITY REGULATORY COMMISSION, MUMBAI

Filing No.: _____

Case No.: _____

IN THE MATTER OF

PETITION FOR SEEKING THE INCLUSION OF REVENUE EXPENDITURE BEING INCURRED ON PROVIDING DISCOUNT UNDER THE GO-GREEN INITIATIVE AND REVENUE EXPENDITURE BEING INCURRED ON PROVIDING MESSAGING SERVICE (SMS) AS A PART OF AGGREGATE REVENUE REQUIREMENT (ARR) OF RESPECTIVE YEARS

AND

IN THE MATTER OF

SECTION 62 OF THE ELECTRICITY ACT, 2003;

AND

IN THE MATTER OF

REGULATION 102 OF MERC (MULTI-YEAR TARIFF) REGULATIONS, 2015;

AND

IN THE MATTER OF

MAHARASHTRA STATE ELECTRICITY DISTRIBUTION COMPANY LIMITED, PRAKASHGAD, BANDRA (EAST), MUMBAI –PETITIONER

THE MAHARASHTRA STATE ELECTRICITY DISTRIBUTION COMPANY LTD. RESPECTFULLY
SUBMITS AS UNDER:

- 1) The Petitioner, Maharashtra State Electricity Distribution Company Limited (hereinafter referred to as the Petitioner) is a Company constituted under the provisions of Government of Maharashtra General Resolution No. PLA-1003/C.R.8588/ Energy-5 dated 25th January 2005 and is duly registered with the Registrar of Companies, Mumbai on 31st May 2005. The Petitioner Company is functioning in accordance with the provisions envisaged in the Electricity Act, 2003 and is engaged, within the framework of the Electricity Act, 2003, in the business of Distribution of Electricity to its consumers situated over the entire State of Maharashtra, except Mumbai City and its suburbs License area.

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- 2) MSEDCL has been granted a license to distribute the electricity in the Maharashtra region under section 14 of the Electricity Act 2003.
- 3) MSEDCL is has filed the present Petition seeking the inclusion of revenue expenditure being incurred on providing discount under the Go-Green initiative and revenue expenditure being incurred on providing messaging service (SMS) as a part of Aggregate Revenue Requirement (ARR) of respective years under section 62 of the Electricity Act, 2003 and Regulation 102 of MERC MYT Regulations, 2015.

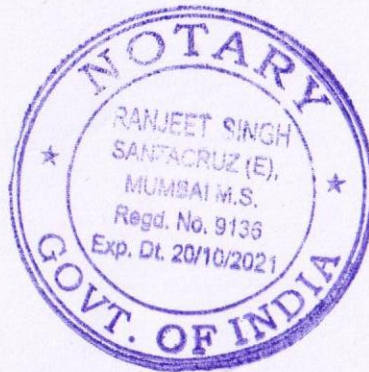
PRAYERS TO THE HON'BLE COMMISSION:

The Petitioner MSEDCL most respectfully prays to the Hon'ble Commission:

1. To allow the discount of Rs. 10 per bill to the consumers who participate in MSEDCL's "Go Green" Initiative and also allow the revenue expenditure of the said initiative as a part of ARR of respective years.
2. To consider revenue expenditure being incurred towards SMS services as pass through in ARR of respective years.
3. To condone any error/omission and to give opportunity to rectify the same;
4. To permit the Petitioner to make further submissions, addition and alteration to this Petition as may be necessary from time to time.

Date: 01/01/2019

Place: Mumbai



Satish Chavan
Director (Commercial),
MSEDCL

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BEFORE MAHARASHTRA ELECTRICITY REGULATORY COMMISSION, MUMBAI

Filing No.: _____

Case No.: _____

IN THE MATTER OF

PETITION FOR SEEKING THE INCLUSION OF REVENUE EXPENDITURE BEING INCURRED ON PROVIDING DISCOUNT UNDER THE GO-GREEN INITIATIVE AND REVENUE EXPENDITURE BEING INCURRED ON PROVIDING MESSAGING SERVICE (SMS) AS A PART OF ANNUAL REVENUE REQUIREMENT (ARR) OF RESPECTIVE YEARS

IN THE MATTER OF

SECTION 62 OF THE ELECTRICITY ACT, 2003;

AND

IN THE MATTER OF

REGULATION 102 OF MERC (MULTI-YEAR TARIFF) REGULATIONS, 2015;

AND

IN THE MATTER OF

MAHARASHTRA STATE ELECTRICITY DISTRIBUTION COMPANY LIMITED, PRAKASHGAD,
BANDRA (EAST), MUMBAI –PETITIONER

SUBMISSION ON BEHALF OF MAHARASHTRA STATE ELECTRICITY DISTRIBUTION CO. LTD.


1. Background

- 1.1. Maharashtra State Electricity Distribution Co. Ltd. (hereinafter to be referred to as "MSEDCL" or "the Petitioner") has been incorporated under Indian Companies Act, 1956 pursuant to decision of Government of Maharashtra to reorganize erstwhile Maharashtra State Electricity Board (herein after referred to as "MSEB"). The Petitioner submits that the said reorganization of the MSEB has been done by Government of Maharashtra pursuant to "Part XIII – Reorganization of Board" read with section 131 of The Electricity Act 2003. The Petitioner has been incorporated on 31.5.2005 with the Registrar of Companies, Maharashtra, Mumbai and has obtained Certificate of Commencement of Business on 15th Sep 2005. The Petitioner is a Distribution Licensee under the provisions of the Electricity Act, 2003 (EA, 2003) having license to supply electricity in the State of Maharashtra except some parts of city of Mumbai.
- 1.2. The Petitioner is a Company constituted under the provisions of Government of Maharashtra, General Resolution No. PLA-1003/C.R.8588/Energy-5 dated 25th January 2005 and is duly registered with the Registrar of Companies, Mumbai on 31st May 2005.
- 1.3. The Petitioner is functioning in accordance with the provisions envisaged in the Electricity Act, 2003 and is engaged, within the framework of the Electricity Act, 2003, in the business of Distribution of Electricity to its consumers situated over the entire State of Maharashtra, except some parts of city of Mumbai.
- 1.4. Digital India Program (hereinafter referred to as "Digital Program") was launched by the Government of India with an objective to ensure the services of the Government are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. The Digital Program includes plans to connect rural areas with high-speed internet networks. Delivering government services digitally was one of the three core components of the Digital Program. Others include development of secure and stable digital infrastructure and universal digital literacy.
- 1.5. In addition to the above flagship Program, Government of India has also been encouraging Government departments / Ministries to shift to paperless functioning mode in a time bound manner. The 'Paperless Office' initiative is aimed at improving the ease of governance and expediting the administrative process.

- 1.6. Government of Maharashtra has been encouraging digitization of its services and implementation of 'paperless office' at state level. MSEDCL is proactively moving towards paperless and digitally led systems & structures.

GROUND SEEKING THE INCLUSION OF REVENUE EXPENSES BEING INCURRED ON PROVIDING DISCOUNT UNDER THE "GO-GREEN" INITIATIVE AS A PART OF ARR OF RESPECTIVE YEARS:

- 2.1. In view of the above and in order to encourage the consumers to participate in the Digital Program, MSEDCL has decided to offer a rebate of Rs. 10/- on every electricity bill to the consumers who opt for an electronic copy of the bill instead of the hard copy under its "Go Green" initiative. The initiative is launched w.e.f. 01st December 2018 for LT consumers.
- 2.2. Go-green initiative is launched as a voluntary initiative (not a compulsion) wherein consumers are free to opt for an electronic copy of the bill instead of the hard copy as per their willingness.
- 2.3. The Petitioner has incurred expenditure in upgrading its digital infrastructure to deliver this service to the willing consumers.
- 2.4. At present the Petitioner is serving around 2.5 crores consumers, out of which around 40 lakhs consumers are availing the online facilities for payment of bills and other activities. Thus there is a potential of tapping these consumers under the Go-green initiative by opting for the e-bill facilities. Presently around 4,053 consumers have opted for e-bills under the Go-Green initiative.
- 2.5. The petitioner submits that a discount of 3 Rs. per electricity bill was being given to such consumers who opted for e-bill facility, but in order to encourage more participation under the Go-green initiative has decided to offer a discount of Rs. 10/- on every electricity bill to the consumers, opting for an electronic copy of the bill.
- 2.6. Go-Green initiative of MSEDCL has two objectives - delivering bills through the digital platform and reducing paper consumption. Additionally, it is expected that this initiative will help in:

- 
- Significantly reducing the time spent in distributing the bills and therefore improving ease in accessing the electricity services;
 - Reducing the number of complaints from the consumers regarding non-receipt of the bill;
 - Ensuring timely and early realization of payments from consumers thereby reducing the working capital requirement of the petitioner;
 - Bringing down the printing and distribution expenses in the long run, if considerable number of consumers opt for this initiative;

2.7. Thus, the Petitioner humbly requests the Hon'ble Commission to allow the revenue expenditure of the said initiative as a part of ARR of respective years and any cost saving achieved due to this initiative will also be reflected in ARR of respective years and will thereby benefit the consumers at large.

3. **GROUND SEEKING INCLUSION OF REVENUE EXPENDITURE BEING INCURRED ON PROVIDING MESSAGING SERVICE (SMS) AS PASS THROUGH IN ARR OF RESPECTIVE YEARS:**

- 3.1. The Hon'ble Commission in its Order in Case No.195 of 2017 noted that serving of notices to the consumers through digital medium such as whatsapp message, email, SMS etc. will not only be environmental friendly and save administrative cost but also free the human resources for other consumer service related works and hence the Commission allowed MSEDCL to issue notices under Section 56 of the Electricity Act, 2003 through digital mode such as whatsapp message, email, SMS etc.
- 3.2. The Petitioner submits that it has already created a facility for consumers to get information by way of SMS generated by MSEDCL's system delivered to the mobile number registered with MSEDCL. The scope of SMS services includes following:
1. Intimation of billing information: Consumer can request for his bill details on his registered mobile number by sending SMS to the designated short code/long code (Push and Pull Services);
 2. Billing Alerts: For registered consumers the system will send alerts informing his total due amount, due date, when services will be disconnected if not paid, Notices for unpaid bills, payment acknowledgement etc.;
 3. Acknowledgement of consumer registrations/complaints;

4. Intimation of consumer complaints to MSEDCL officers;
5. OTP for VPN users;
6. SMS to consumer for new connection system;
7. Other SMS for systems like bill revision, ERP, feeder outages etc.;
8. Any other useful and commercially viable services.

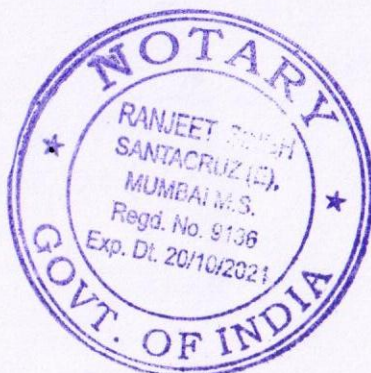
3.3. For above said services estimated expenditure till October- 2019 is about Rs. 17.21 Crores. Delhi Electricity Regulatory Commission (DERC) in its Order dated 28.03.2018 in Petition No. 67/2018 in the matter of Petition for approval of Annual Revenue Requirement (ARR) and tariff of Tata Power Delhi Distribution Ltd. for the FY 2018-19 has approved expenses of SMS services separately in ARR under other expenses. By drawing same analogy, MSEDCL humbly requests Hon'ble Commission to consider revenue expenditure incurred for the above said SMS services as pass through in ARR of respective years.

4. PRAYER

4.1. The Petitioner therefore, based on the submission made in the foregoing paragraphs, most respectfully prays to this Hon'ble Commission:

1. To allow the discount of Rs. 10 per bill to the consumers who participate in MSEDCL's "Go Green" Initiative and also allow the revenue expenditure of the said initiative as a part of ARR of respective years.
2. To consider revenue expenditure being incurred towards SMS services as pass through in ARR of respective years.
3. To condone any error/omission and to give opportunity to rectify the same;
4. To permit the Petitioner to make further submissions, addition and alteration to this Petition as may be necessary from time to time.

Date: 01/01/2019
Place: Mumbai




Satish Chavan
Director (Commercial)
MSEDCL