

PRINCIPLE 9

BUSINESSES SHOULD ENGAGE WITH AND PROVIDE VALUE TO THEIR CONSUMERS IN A RESPONSIBLE MANNER

1. Describe the mechanisms in place to receive and respond to consumer complaints and feedback.

Ensuring timely and efficient resolution of stakeholder concerns is of utmost importance to our business continuation at AESL. Well-established protocols are in place to handle consumer complaints and feedback. Our web-enabled Customer Grievance Redressal Mechanism is a consumer-friendly complaint registration and tracking system. Complaints can be lodged on the web-portal by duly filling in the necessary information in the prescribed format with an undertaking. The complaints are automatically escalated to the next level in case they are not responded to within the defined timelines against each level of escalation.

2. Turnover of products and/ services as a percentage of turnover from all products/service that carry information about:

	As a percentage to total turnover
Environmental and social parameters relevant to the product	100% Environmental aspect disclosed for consumers availing green tariff. Social aspects related to Tariff Structure such as tariff order issuance, average billing rate, and cost of supply disclosed on website.
Safe and responsible usage	100% through various Awareness campaigns conducted by the company through print, social media, emails, SMS, WhatsApp, websites videos etc. End consumers are made informed for SAFE and responsible usage of the Electricity service provided by AESL. Timely SAFETY reminders during season events such as monsoons, festivals like Uttarayan, Holi, Diwali etc.
Recycling and/or safe disposal	Not applicable owing to the nature of the Company's product/service offerings [Generation and or Purchase, Transmission & Distribution of Electricity].

3. Number of consumer complaints in respect of the following:

	FY 2024-25 (Current FY)		FY 2023-24 (Previous FY)		Remarks	
	Received during the year	Pending resolution at end of year	Received during the year	Pending resolution at end of year		
Data privacy	0	0	Note 1	0	0	Note 1
Advertising	0	0	Not applicable	0	0	Not applicable
Cyber-Security	0	0	Note 2	0	0	Note 2
Delivery of essential Services	5,68,157	0	Note 3	4,83,218	0	Note 3
Restrictive Trade Practices	0	0	Not applicable	0	0	Not applicable
Unfair Trade Practices	0	0		0	0	
Other	0	0		0	0	

Note 1: No complaint w.r.t. Data privacy received from consumers of AEML & Mundra

Note 2: No complaint w.r.t. cyber security received from consumers of AEML & Mundra

Note 3: No. of supply related complaints received from consumers of AEML & Mundra

4. Details of instances of product recalls on account of safety issues:

	Number	Reasons for recall
Voluntary recalls	Owing to the nature of the Company's product/service offerings [Generation, Procurement, Transmission & Distribution of Electricity, Smart metering and Cooling Solutions]; recalls are not applicable.	
Forced recalls		

5. Does the entity have a framework/ policy on cyber security and risks related to data privacy? (Yes/No) If available, provide a web-link of the policy.

Yes, we have an [information security policy](#) in place that is consistent with our commitment to establishing and enhancing cybersecurity preparedness and minimizing exposure to related risks.

The B2C business of the Company, i.e. Adani Electricity Mumbai Limited, is certified with ISO-27001 Certified Information Security Management system has been established conforming to the ISO-27001:2013 standard.

6. Provide details of any corrective actions taken or underway on issues relating to advertising, and delivery of essential services; cyber security and data privacy of customers; re-occurrence of instances of product recalls; penalty / action taken by regulatory authorities on safety of products / services.

No corrective actions required to be taken by the Company w.r.t. on issues relating to advertising, and delivery of essential services; cyber security and data privacy of customers; re-occurrence of instances of product recalls; penalty / action taken by regulatory authorities on safety of products / services due to proactive customer centric voluntary initiatives are undertaken being an essential service provider to educate the consumers w.r.t. safety during monsoon, festive season etc., energy efficiency programs are run thru emails, SMS, roadshows, kiosks for energy efficient products and appliances.

AESL have also taken the following steps to secure customer data.

The Company has established a robust cyber security policy and adheres to the requirements of international standards like ISO 27001 for cyber security. Periodic cyber security training and awareness communication is used to make the employees aware about the cyber risk. Cutting edge technology controls like firewalls, secure web gateway, secure email gateway, EDR (endpoint detection and response), etc are deployed to protect the technology infrastructure. The Company has a centralized Cyber security operation centre which is the single point of contact for incident detection and response. This centre is operational round the clock and monitors the technological landscape of the organization.

Cyber security awareness for customers

- 1) AEML created flyers which were circulated through email educating customers on cyber threats through Phishing, Vishing and SMSing.
- 2) AEML created an awareness video clip which was circulated on visual media on various security measures to be taken by customers against cyber threats.
- 3) AEML circulated text messages through WhatsApp, SMS to create cyber security awareness.

Measures taken on Cyber security and Data Privacy of customers.

- 1) Data encryption while data is at REST and in Motion.
- 2) Masking of customer PII data.
- 3) Annual IT and OT Cyber security assessment through Cert-In empaneled vendor.

Leadership Indicators

1. Channels / platforms where information on products and services of the entity can be accessed (provide web link, if available).

The details of our services can be accessed on our [website](#).

2. Steps taken to inform and educate consumers about safe and responsible usage of products and/or services.

We publish newspaper advertisements, circulate emails, give tips on the bills and drive SMS campaigns to inform consumers regarding safe and responsible usage of power. Additionally, safety related tips are regularly published for consumers during monsoon season, festive season. Social media platforms are also used.

3. Mechanisms in place to inform consumers of any risk of disruption/ discontinuation of essential services.

SMS & WhatsApp alerts are configured in the system and consumers are informed proactively in case of planned or unplanned power outages.

In case of planned outages, Notices are also issued to the customers.

4. Does the entity display product information on the product over and above what is mandated as per local laws? (Yes/No/Not Applicable) If yes, provide details in brief. Did your entity carry out any survey with regard to consumer satisfaction relating to the major products / services of the entity, significant locations of operation of the entity or the entity as a whole? (Yes/No)

The product information required to be provided over and above what is mandated as per local laws is not applicable Owing to the nature of the Company's product/service offerings [Generation and or Purchase, Transmission & Distribution of Electricity], Hence, the display of product information is not applicable.

However, Customer availing green tariff are communicated through Monthly bills about the environmental impact avoided due to their actions.

- In 2024-25, we adopted a holistic approach to better understand and measure customer engagement with AEML through third-party research agencies by introducing the **Net Promoter Score (NPS)**. Unlike traditional transactional metrics, NPS provides deeper insights into customer loyalty and their overall relationship with our brand.

	Net Promoter Score (NPS)	Promotor	Detractor
FY 2024-25	19	41%	22%

- AEML also measures customer experience for each interaction by Transactional NPS to track for ongoing improvements.
- The company also monitors and proactively discloses the Customer Average Interruption Duration Index (CAIDI).
- Adani Electricity serves ~3.18 million customers on their network in Mumbai Suburbs to ensure uninterrupted power supply and quality of life for its citizens. Customers interact with AEML channels for various requests, inquiries and complaints.
- Collection of Customer Feedback is therefore an important aspect of operations and is deployed across service channels:
- For the service channels Call center, Email, Chatbot, Mobile app, VCC, WhatsApp, website & Social Media, customer is sent SMS with feedback link after their issue is resolved.
- Post feedback SMS is sent - Customer provides feedback and rating based upon their experience.
- Walk-in experience at AEML Kiosks
- Website FAQ experience: Customer provides feedback on the quality of each FAQ.

- AEML also has Customer Contact programs for bulk customers to gather feedback through personal contact, for meeting personalized requirements of high-end users.
- Customer Outreach Program (Sampark): It fosters direct engagement between employees and customers, enabling deeper understanding of on-ground challenges and strengthening customer relationships. This year 800+ employees, from top to junior management, engaged with 5,000+ customers.
- AEML uses feedback data for KRA setting and operational scorecards, as well as carrying out day to day improvements.

AEML has enhanced the scope of feedback management through the following initiatives:

- Multilingual
 - AEML has commenced feedback messages in visual and multilingual form.
 - Using QR Codes for Quick and easy feedback collection



AEML strives to deploy technology to cover nearly 100% customer interactions. From feedback collection and analysis, the process has moved towards intelligent insights by adopting data lake tools for agile responses to customer needs.

- AEML currently uses Data Lake for analyzing customer complaint data to pre-empt potential complaining customers.
- Sentiment data is also utilized in Data Lake to profile dissatisfied customers and create processes to analyze and improve their experience.

AEML is moving towards automating and optimizing customer interactions & Rich Analytical Insights, by adopting AI:

- AEML strives to deploy sentiment analysis, text analytics and voice AI for 100% measurement of customer conversation sentiments, to eliminate dependency on response rate and bring in rich analytical insights on customer feedback. This will be a part of the Conversational AI rollout for AEML's omnichannel services automation.