



# Central Region Electricity Distribution Company to be the country's 1st company to collect bills through WhatsApp

## Why in News?

On 21 April 2023, the Managing Director of Madhya Pradesh Central Region Electricity Distribution Company, Ganesh Shankar Mishra said that it is the country's 1st government electricity distribution company, which has started an innovative effort of online electricity bill payment through WhatsApp-pay.

## Key Points

- Managing Director Ganesh Shankar Mishra said that taking forward the digital innovation of payment of electricity bills, the company has provided more than a dozen bill payment options to consumers in the direction of convenient and secure payment. In this series, a new option will be available to consumers through WhatsApp-Pay. In this new way, consumers will be able to pay electricity bills from their homes using their smartphones.
- 'WhatsApp-Pay' is a digital payment feature that allows users to send money through the messaging app. It is secure and easy to use, requiring just a few simple steps to complete a transaction.
- Consumers can use their existing WhatsApp account and link it with their bank account to make payments without any hassle.
- Consumers who do not have a 'WhatsApp-Pay' facility can also pay through WhatsApp through other UPI modes like Google Pay, PhonePe or Paytm. This innovative payment method does not require any additional download or registration.
- Not only will this new mode of payment make it easier for consumers to pay their bills but it will also save time and effort.
- With WhatsApp-pay and other online payment options, consumers no longer need to visit cash collection centres to pay their electricity bills. It is a fast and efficient solution, which will simplify the payment process and improve customer satisfaction.
- It is worth mentioning that Central Region Electricity Distribution Company is the first electricity distribution company to implement a WhatsApp chatbot for its consumers, through which one can view electricity bills, pay, receive and complain, knowing the status.

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