

For favour of publication
The Editor / News Editor,

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PRESS NOTE
THE BRIHAN MUMBAI
ELECTRIC SUPPLY &
TRANSPORT UNDERTAKING
(Of The Brihan Mumbai Mahanagar Palika)
BEST Bhavan, Post Box No. 192,
Mumbai - 400 001.



**प्रसिद्धी
पत्रक**

बृहन्मुंबई विद्युत पुरवठा
आणि परिवहन उपक्रम
(बृहन्मुंबई महानगरपालिका अंतर्गत)
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Electricity Bill Payment Through 'miBEST 'App.

BEST Undertaking is a major electricity distribution utility serving about 10 lakhs consumers of Mumbai's Island city area. In order to facilitate electricity bill payment by its electricity consumers, BEST operates 48 No. of bill collection counters and has also authorized various branches of prominent banks as well as post offices.

However, it is observed that consumers are required to spend time standing in queues outside these payment centers which is causing lot of inconvenience and hardship to them. One of the options available to consumers is ECS facility. However, not many consumers opt for it. There is an option of online payment also but needs a PC with internet facility.

Hence, considering the deeper penetration of smart mobiles and easy availability of internet facility, BEST has launched "miBEST" app on android as well as on iOS platforms. Once the consumer registers with BEST, he is able to see his bill on mobile, pay it and also can view billing and payment history. Thus the consumers can avail this information anytime, anywhere. Additionally, consumer can also register his billing complaints through app and can keep track of his/her complaint. Consumer can also register off-supply complaint through app.

Apart from app-based payment solution, consumer has also other options viz. Amazon pay, Google Pay, Paytm etc. which can also be used for bill payment.

In order to promote the use of app by its consumers, BEST staff is going door-to-door and arranging meetings of societies to explain and demonstrate the installation and use of miBEST app. We have posted our staff at bill collection centers to explain miBEST app to consumers waiting to pay their bills. It is seen that, on many occasions, the consumers downloads miBEST app & pays his bill through it even before his turn comes!

Till date, BEST has been able to convince about 25000 of its consumers to use miBEST app. However, considering large consumer base of 10 lakh consumers and the limited availability of staff considering their routine work, the efforts by BEST on its own are not sufficient to bring all the consumers onboard miBEST app. Therefore, BEST appeals to its consumers to take advantage of the digital initiative in the form of miBEST app undertaken by BEST, pay their electricity bills through app and save their precious time.
