



PROFILE

Northern Power Distribution Company of A.P. Ltd (APNPDCL) was incorporated under the Companies Act, 1956 as a Public Limited Company on 30-03-2000 with head quarters at Warangal to carryout electricity distribution business as part of the unbundling of erstwhile A.P.S.E.B. The Company caters the electricity requirements of Warangal, Karminagar, Khammam, Nizamabad and Adilabad Districts. The company reaches out to a population of about 154.22 lacs (as per 2011 census) spread across hamlets, villages and towns spanning an area of 64,759 sqkm. The principal role of company is that of service provider to support economic and lifestyle activity in its licensed area.

APNPDCL AT A GLANCE

S.No.	Particulars	Unit	Total
1	Districts	No.s	5
2	Mandals	No.s	242
3	Villages	No.s	5,612
4	Towns	No.s	32
5	Assembly constituencies	No.s	54
6	Parliament constituencies	No.s	7

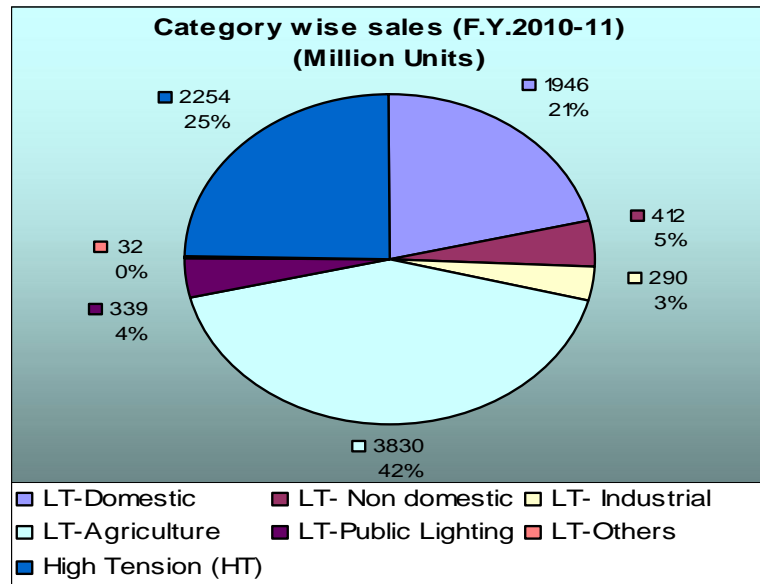
Vision:

“NPDCL shall become one of the best Power Distribution Utilities in the Country, with high customer focus, financial strength and operational efficiency”.

Mission:

“Provide safe, reliable, uninterrupted and quality power to all its customers at a competitive cost and a reasonable return to all its stakeholders duly following sound commercial practices and business ethics”.

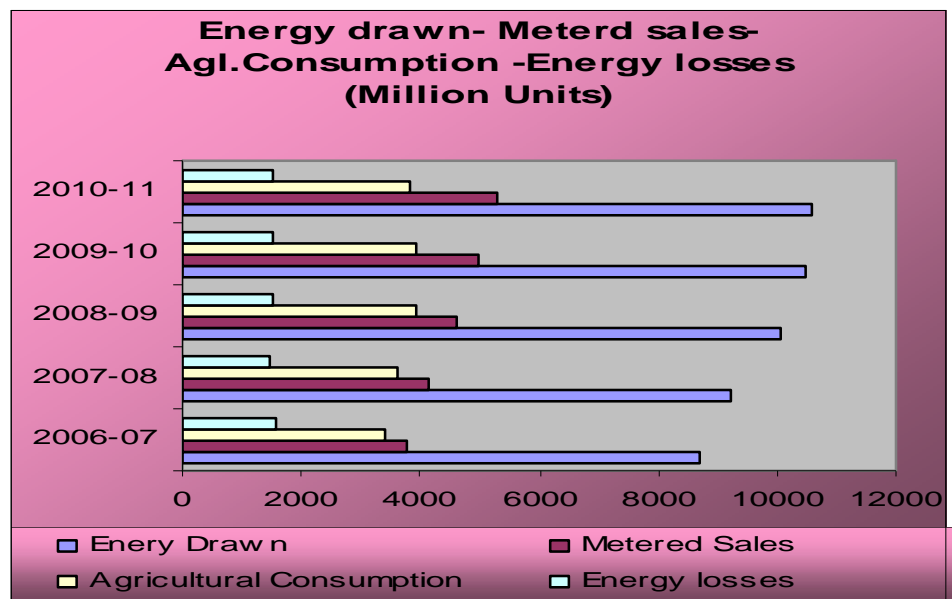
2. Consumer profile: The number of consumers served increased to 43.27 lakhs in 2010-11 from 27.77 lakhs in 2000-01. The company load profile is dominated by agriculture consumers which is highest consumption of energy.





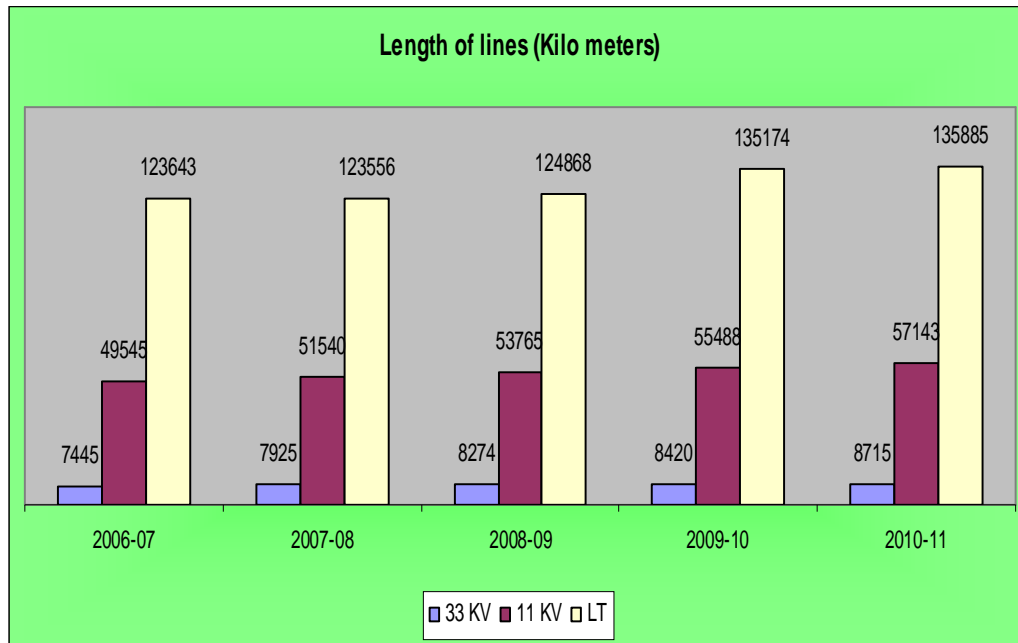
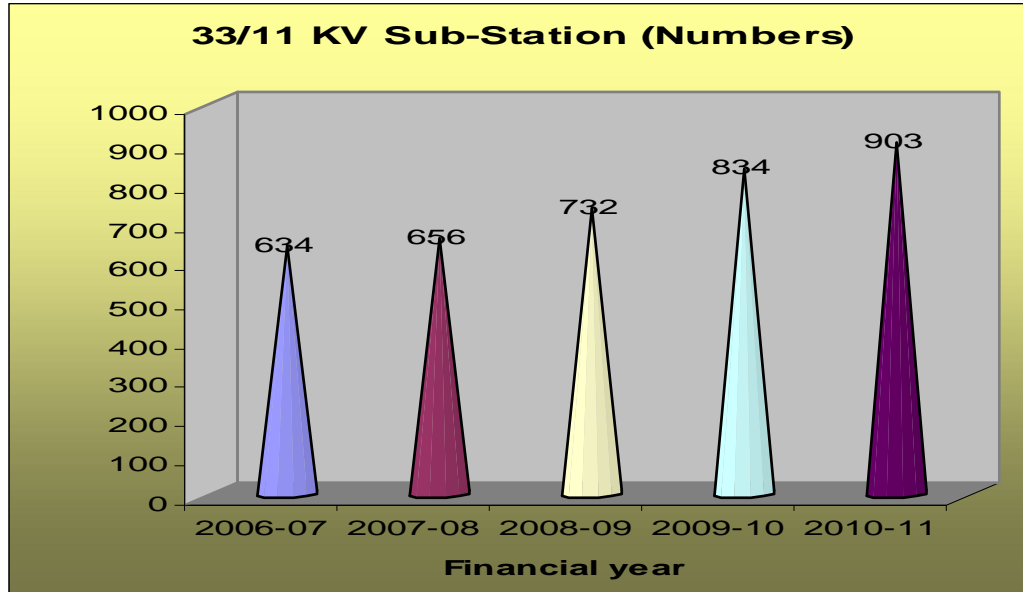
3. Operational performance:

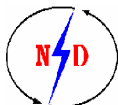
APNPDCL has been allocated 1685.44 MW of power against the state installed capacity of 10620.31 MW on 07-06-2005, constituting 15.87%. The energy input increased to 10610.36 MU in 2010-11 from 7453 MU in 2000-01. Company's consistent effort in commercial efficiency increased metered sales of the company to 49.69% in the F.Y. 2010-11 from 37.69% in FY 2000-01. Improvement in infrastructure and other commercially oriented activities have brought down the energy losses. Energy losses percentage (%) (including EHT sales) in the licensed area during the F.Y. 2010-11 have come down to 14.21% from 26.80% in the FY 2000-01. Maximum demand recorded on a day during the year 2010-11 is 2050 MW and maximum consumption recorded on a day during the year 2010-11 is 41.35 MU.



4. Improvement in infrastructure:

APNPDCL has a robust distribution network to cater to the customers spread across five districts. Building an efficient and reliable network assumes top priority to provide supply dependability. We have deployed funds to create a better infrastructure for our customers and the state. Our investments in substations, lines, DTRs and other equipments have helped in improving the quality of power supply while increasing the coverage of people having access to power. Company is working towards electrification of all villages/ habitation, providing access of electricity to all households and strengthening of rural electricity infrastructure. Company continued it's efforts in improving and strengthening distribution system. Company had taken steps for progressing of various ongoing schemes for improvement of infrastructure. The number of 33/11 K.V. sub-stations increased to 903 no.s in FY 2010-11 from 439 in 2000-01. The length of lines increased to 201743 KM in 2010-11 from 1,52,800 KM in 2000-01. The number of DTR's increased to 1,56,442 in the FY 2010-11 from 48,109 in the FY 2000-01. The total number of electrified towns, villages, Hamlets & Tribal habitations, Dalitwadadas and Weaker section colonies increased to 26,201 no.s in the FY 2010-11 from 19,871 no's in the FY 2000-01.

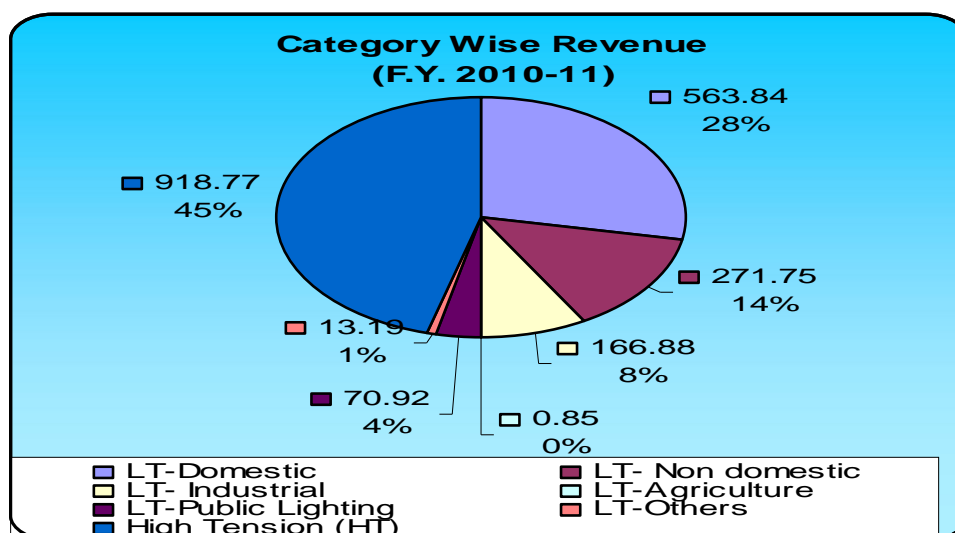




5. Company's financial outlook:

Company major source of income is revenue from sale of power, subsidy from the Government for tariff, Agriculture supply and other income. The company incurs major expenditure for power purchase and interest payment. Company's consistent efforts in financial discipline, increase in metered sales, reduction of losses has resulted improvement in profitability of the company, assets base, net worth of the company while keeping the debt: equity ratio at healthy levels:

S.NO.	PARTICULARS	YEAR 2010-11	YEAR 2001-02	CHANGE percentage %
A	INCOME:	4519.7	1526.91	196%
	Revenue from Sale of Power	2566.28	925.67	177%
	Other Income	135.43	54.61	148%
	Subsidy	1817.99	546.63	233%
B	EXPENDITURE:	4510.78	1583.33	185%
	Power Purchase	3595.7	1315.48	173%
	Depreciation	178.03	48.19	269%
	Interest & Financial Expenditure	220.21	55.4	297%
	Others (Emp.Cost, Adm.Exp., R&M and Others)	516.84	164.26	215%
C	Profit Before Tax(A-B)	8.92	-56.42	-116%
D	SOURCES OF FUNDS	4111.92	774.97	431%
	Share capital	274.76	256.01	7%
	Reserves & surplus	464.73	109.86	323%
	Secured loans	831.81	0	832%
	Un-secured funds	2540.62	409.1	521%
E	APPLICATION OF FUNDS	4111.92	774.97	431%
	Net fixed assets	1552.51	486.45	219%
	capital work in progress	261.63	99.97	162%
	Investments	53.2	11.47	364%
	Net Current assets	2230.08	125.99	1670%
	Profit & Loss Account deficit	14.5	51.09	-72%





6. Information Technology:

Company has a detailed information technology road map. In pursuance of the above the company has implemented following Information Technology tools;

- Consumer Analysis Tool (CAT) to analyze consumers' profile, collection efficiency and arrears.
- E-procurement for purchase of materials at competitive rate through online tenders.
- Introduced rural computer bill collection through RSDB/RAJIV internet programme.
- Sales Database for APERC Reports.
- Power Net & Power GIS for Load Flow analysis and System planning.
- HT Billing at Corporate Office Computer Center.
- LT High Value Billing at Circle Computer Centers.
- Spot Billing using spot billing machines for all LT categories (Except Agriculture Category LT-V)
- SAP is being implemented for FI/CO, AM, IM, MM Ps, PM HRD modules. Also Business Intelligence (BI), Enterprise Portal (EP), Governance Risk Compliance (GRC) and Document Management System (DMS) are implemented.
- e-SEVA for Online Payments

07. Focus on Customer delight:

We have provided a host of features to improve our service to customers. A notable few are:

- Consumer Service Center (C.S.C) were established to receive new service requests, complaints, and to attend fuse-off calls etc.. and to improve consumer services. There are 54 no s consumer service centers across the company. Total of 79747 no's complaints were received during 04/2009 to 03/2010.
- Citizen Charter being displayed at all offices specifying standards of performance.
- Company has established APNPDCL Consumer Grievances Redressal Forum in 2004.
- Spot billing to issue error –free bills at customer site.
- Easy payment facilities through Computerized collection Centers, e-seva centers, EROs etc.
- Monthly vidyuth Adalats for resolving issues at rural areas, Mandal headquarters and all municipalities.
- Company has started high value spot billing in all Circles in respect of high value L.T. consumers.
- Company has launched a Toll free number 1800-425-0028 for the convenience of the consumers to complaint any plea regard Supply, Billing, Transformer failures etc.

08. Credit rating:

The company borrowings are rated 'BBB+' by M/s CRISIL Credit Rating agency during the F.Y.2010-11.



09. Conservation of energy: The following measures are continued to be taken for conservation of energy.

- Company is conducting regular energy audit at all industrial, town, mandal headquarter and rural feeders to assess and minimize the energy losses.
- Consistent efforts are put into reduce line losses by reducing the load on feeders, reduction of length of line, bifurcation of interlinking lines, replacement of conductor and erection of new sub-stations.
- Capacitor banks are being kept and maintained on 11 K.V. lines to reduce energy losses.
- Conversion of existing LVDS network to HVDS network of 11 K.V. rural agriculture feeders with replacement of higher capacity 3 –ph DTR'S by lower capacity DTR'S.
- Consumers are being advised to use energy efficient devices/ equipments to reduce energy consumption.
- Awareness campaign being conducted for the agricultural consumers to use capacitors and foot valves of less resistance to pump sets for reduction of consumption of energy during Rythu Chitanya Yatralu and Rythu Sadasulu.
- Massive campaign was given by the company to the farmers on dry crops to reduce the demand during the rabi season.

10. Organization Structure:

Corporate functions are discharged at corporate office at Warangal. Corporate office has various departments for carrying out different functions of the Company. The Company has Two (2) zonal offices one functioning with headquarters at Warangal and other at Nizamabad. The Company has 5 Circles offices each at Warangal, Karimnagar, Khammam, Adilabad, and Nizamabad.

S. No.	Particulars	Numbers
1	Zones	2
5	Circles	5
3	Operation Divisions	23
4	Transformers / MRT Divisions	10
5	Construction Divisions	5
6	DPE Divisions	5
7	Assessment Division	1
8	Operation Sub-Divisions	77
9	Operation Section offices	311
10	ERO/SUB-ERO	48

11. Human Resource Initiatives & Employee Strength:

Company has 8,074 no's employees including employees on deputation basis as at the end of 31-03-2011:

S.No.	Name of the category	2010-11
1	Engineering service	1024
2	Accounts & P&G service.	1574
3	O&M and Construction service	5430
4	Others(including deputations)	46
	Total	8074

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