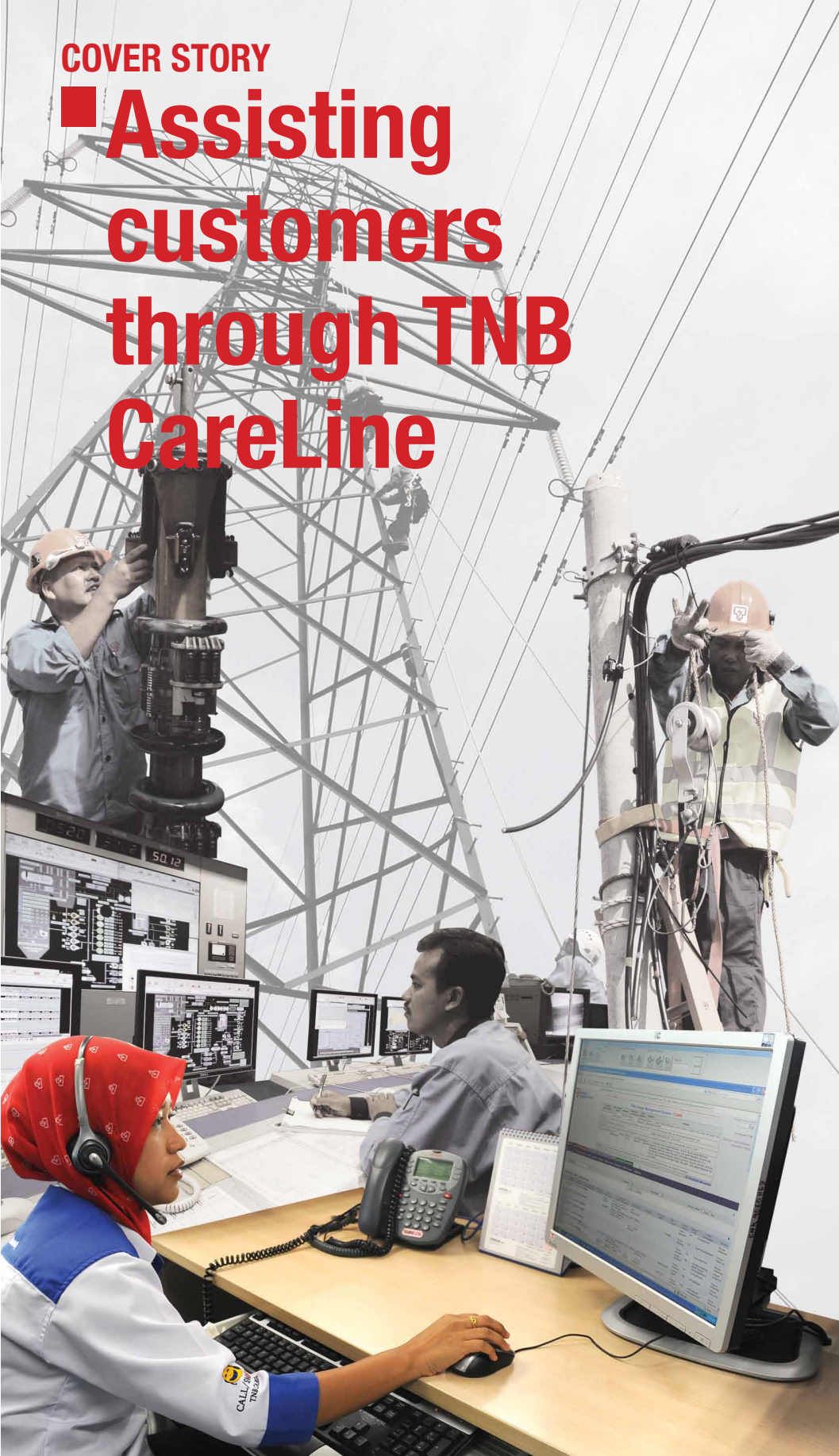


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EDITOR'S NOTE

Nothing annoys a customer more than going to a service provider's office and queuing up for long periods of time to sort out a problem. Or to hang on to the telephone listening to music, waiting to speak to someone.

All this changed when Tenaga Nasional Berhad introduced CareLine 16 years ago. It started out as a fledgling call centre manned during office hours, but has progressed to four Call Management Centres (CMC) located in the centre, north, south and east coasts of Peninsular Malaysia.

Operating 24/7, TNB CareLine deals with issues ranging from reporting supply interruption, to faulty street lights, and billing enquiry. In the current fast pace environment, TNB CareLine has also set up easily accessible information provided via Twitter and Facebook.

We also asked consumers who have used TNB CareLine services, their opinions on what they believed to be good (or bad!) about such services. Speaking of services, if consumers are unhappy with any service providers, they can always refer to the Public Complaints Bureau. The Bureau is set up as an independent resource to help consumers deal with unsatisfactory service. We take a look at how TNB shares with BPA bringing up-to-date communications with the public.

In our Profile section, we visit a part of Malaysia, the Belum-Temenggor Valley that has hidden treasure. This rainforest has more than just monkeys, snakes and such-like, but not many people know that it hides a Mini-Hydro Electric station, capable of lighting up three kampungs. It's good to know that behind the scenes, Tenaga Nasional is paddling hard!

We hope you enjoy this edition of Tenaga Link.



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Assisting Customers Through TNB CareLine

1996 saw the establishment of a call centre (Call Management Centre) for Tenaga Nasional Berhad (TNB) to try to reduce the backlog of customer queries and complaints. From the original 13 centres opened, there are now four consolidated locations to take calls from customers with problems ranging from domestic electricity supply to faulty street lighting. An easy-to-remember number – 15454 was set up for direct dialing from landlines. Today, customers can call that number from landlines, or via text from cell phones to report any problems they may have by using a simple step-by-step instruction.

In 2005 the four locations - CMC Metro in Petaling Jaya; CMC North in Penang; CMC South in Johore Bahru; and CMC East in Kuantan were set up to deal with Malaysia's growing population. With more than seven and a half million customers and 28,000 employees, TNB have had to streamline their operations to cope with the demand for customer services to ensure the right assistance is provided at all times. CMCs are opened 24/7 with 235 operators.

As part of TNB CareLine, One Stop Engagement Centre (OSEC) was established in May 2010. The new helpline went 24/7 from February this year for customers who wish to make enquiries about their bills and electricity accounts. Currently, there are 150 trained customer service agents answering and resolving all types of account queries.

It is natural that some complaints may not be dealt with as efficiently or effectively as the customer desires. When this occurs, the public is not left dissatisfied, but is able to seek help elsewhere. The Public Complaints Bureau is an independent resource commissioned by Parliamentary legislation to help move customer complaints along to a higher level. The Bureau, or Biro Pengaduan Awam (BPA), is a non-biased agency that receives and acts upon complaints about companies, agencies, or government departments. It will make its own enquiries, liaising with the agency concerned and return its findings to the complainant. It is heartening to know that BPA (see article on Public Complaints Bureau in this issue) are happy with how TNB conducts itself providing a comprehensive service to its customers via TNB CareLine.

The following are five ways of getting in touch with TNB CareLine:

1. Telephone or Fax: 1300-88-5454

The conventional method of making enquiries or complaints is still by telephone, or by sending a fax with details.

2. Telephone / SMS 1-5454

The 15454 SMS Service enables customers to report breakdowns and faulty streetlights by either cell or landline. The service is available for Celcom, Digi and Maxis mobile phone subscribers.

To submit a report, just follow the 3 simple steps.
Registration

- Type REG or DFTR
- Send to 15454
- Follow the simple instructions

To report a power outage at your registered premise or at another location

- Type BD
- Send to 15454
- Follow the simple instructions

To report on a faulty street lighting

- Type L
- Send to 15454
- Follow the simple instructions

3. Email: tnbcareline@tnb.com.my

Customers can also email the company with their queries or complaints.

4. Webchat: www.tnb.com.my

Webchat was launched in July 2011 as a forum for customers to discuss issues and solicit response from TNB customer services. It provides an instant means of communication to which anyone who registers can make comment. Webchat has been given the thumbs up by users, some from Singapore and others as far away as Australia. There has been between 700-1000 monthly users accessing this 24/7 live chat.

5. Facebook: www.facebook.com/my/tnbcareline

Facebook has been a useful tool for posting notices about scheduled shut downs, on supply management during breakdowns and offering special promotions. TNB also uploads up-to-date information on what's going on. Customers can also access the Electricity Supply Application Handbook and there is information about electricity tariffs and rates.

No customer service call centre can be rated without customer feedback, so we asked a few people what their experiences were in dealing with TNB CareLine.

**DATUK NADASON MARIMUTHU
PRESIDENT, FOMCA**

TenagaLink: Have you ever heard of TNB CareLine?

Yes. We do some projects with Tenaga Nasional. One of them, the Switch Campaign has been quite successful for the last three years. Of course we get complaints or issues through our national customer complaints. Billing, electricity supply interruption, anything to do with TNB. We will then deal directly on these complaints with TNB and because of that, we get to know the services and products being offered by TNB CareLine. I have found that TNB have greatly improved their customer services. I know this from personal experience as I was in Taiping to transfer my electricity account to my name and it took less than 10 minutes. There's no stress you know! TNB CareLine made things easy and I think most other agencies should consider doing the same. They shouldn't let people queue for hours just to change names, to get land titles out, get car grants out from JPJ, or even banks can learn from this for withdrawals. We waste a lot of time waiting. With TNB when there are outage issues and consumers call us to complain and when we speak with TNB CareLine the response is very fast, prompt and efficient.





Can you relate any instances where you found that TNB CareLine working well?

Well before TNB CareLine, before 15454, I was studying for my exams a few years back when suddenly my electricity was cut off in Klang. Of course TNB are prompt enough to provide generators around the whole Taman. So the response time was quite good. Not for hours or days at least we know that when there's an electricity supply interruption and we called, TNB explained what the trigger was and how long would it take before power returns. So by doing that, the consumers didn't get angry.

Do you find that the service is good enough?

Yah! The service has improved over the years. The last five or six years have been tremendous especially in communications. There are issues that we can deal with when they arise. This is particularly true when management at the top is good. We should give credit to Dato' Sri Che Khalib. I know since he took over Tenaga, many things have changed for the better. Customer services have improved, service provision is prompt and relationship with the public is good. That's important. People don't mind so much with high levels of service to pay a little more.

In your view as the FOMCA President and personally as a private consumer, does TNB CareLine meet your expectations or do you have any suggestions for improving its standards?

Looking at TNB CareLine taking on board new technologies, I think they have improved. They have a service charter and are able to live by

“ The service has improved over the years. The last five or six years have been tremendous especially in communications. ”

it. It is quite simple – electricity is switched on or switched off. If the system is down, fix it. Consumers don't want to know how electricity gets to their houses. If there's no electricity, it's a case of “I call, you register my complaint, you settle for me. Cukup!”

Any last words for TNB?

I hope TNB would be a more caring company. Make sure that costs are managed so consumers don't have to feel the pinch by increased electricity bills.

**TUNKU ZAHYAH TUNKU SULONG
PRESIDENT OF BUKIT BANDARAYA
RESIDENTS ASSOCIATION.**

Can you tell us how you came to know about TNB CareLine?

Actually we are always in contact with TNB on the amenities side because we have residents who are always complaining that they have breakdowns and problems like that. So the Persatuan has to be in contact with TNB. Initially we contacted the TNB office on how to resolve certain problems that residents face. And later they introduced to us to 15454. Sometime ago, TNB arranged for our Committee members to visit its call centre. From there we really learnt a lot. We found that when we make the calls it was really very easy to get through and they take action very fast. Very happy actually.

Have you ever had to call TNB CareLine for a personal matter?

Yes I have. And the person who answered the call said they would call me back. It was a long time ago, they responded very quickly and it went quite smoothly.

On average, how long does it take for them to take action?

With my personal experience within a day. 24 hours.

So personally your experience with TNB CareLine has been good?

Ya, my experience was very good. I have spoken with my relatives and friends living here in

Bangsar and they too find it easy.

Can you comment on their level of service?

The service is good and prompt but I think a lot of people still do not know, or perhaps not aware of this call centre. They have told me they always call the TNB offices. They had not heard of 15454. I think your advertising is not wide enough. Maybe you can text messages to people about your CareLine, or advertise on the bills, or radio, television, newspapers?

Most of the Bangsar residents I talk to are now happy to call 15454 and they say the services are good.

Is there anything that you think can be improved with this CareLine? What would be the improvement to meet expectations in the future?

I don't know how else CareLine services can be improved. People are happy that prompt action is taken and their concerns are listened to. Perhaps more advertising campaign about the services provided.

So you're suggesting that we should do more advertising on this?

Yes! People always say they are busy. If they know there is a fast service from TNB they will use it more rather than having to queue up at the offices to speak to someone face-to-face. Maybe some people still want to do that.



“ People always say they are busy. If they know there is a fast service from TNB they will use it more rather than having to queue up at the offices to speak to someone face-to-face. ”



You are suggesting that people would still want to go in personally to speak with someone?

Yes. One or two. Some people will tell me that they don't know where to go or who to complain to or even how to complain. So we really should try to use 15454 more.

**INTERVIEW WITH DATO' RICQUE LIEW
REAL ESTATE AND HOUSING DEVELOPERS
ASSOCIATION MALAYSIA (REHDA).**

How did you come to know about TNB CareLine and the SMS access that TNB provide?

Lucky for me, my role has been liaising with TNB senior management and 10 years ago I was introduced to 15454. Now that's the method that I always make use of when there's a disruption of supply to my house or there's a street light malfunction whereby I can just text in and indicate the pole reference number. Usually within 24 to 48 hours someone would come around and repair the light. So it has been very useful for the customer and I'm very happy that now they have expanded the services to 1-300-88-5454 and I understand the latest is that they have rolled out Facebook link as a communication tool. This is actually very relevant and progressive as far as the consumer's benefits are concern, and I must congratulate Tenaga for making that very proactive move.

From 10 years ago until now, you are saying that there's been considerable movement.

Yes there have been leaps and bounds in progress. It is only beneficial for the customers to make use of the latest media tools that are available. Many of us, whether we like it or not, tweet, or go on Facebook. It is very relevant especially with Wifi services these days that make communication so immediate.

When you dealt with, spoke or called this TNB CareLine, have you had any good personal

experiences?

So far I have no complaints. Of all the utility companies, I think TNB has been the most progressive by far. I'm speaking as a consumer.

What about any experiences of calling late at night?

No! No problem at all. The customer service agents are so responsive. Even after I text, immediately they call back just to reconfirm information – like where was the location of the street lights or to reconfirm the address of my house to fix the disruption. They were prompt and very professional.

In your personal opinion, do you think there's any area that they can improve?

Well they are the specialist in customer services. I'm only taking the consumers point of view. The services they provide for me is enough and just fine. I don't need to know much else, for as long as I need assistance and it is there for me. Utilities being one of the key essentials of everyday life, I'm happy with the standards and their customer focus.

Is there anything else you would like to add?

To be frank, I have been using the services of 15454 for some time to basically check and monitor the responses so that I can give feedback to my friends at Tenaga. And so far I'm really very happy. I have been dealing with other utility companies and some of them really take their customers for granted. TNB is customer-friendly. It is possible that because it's privatised that they are able to provide such high level service from a commercial and corporate point of view. I just hope that other utility companies will follow in TNB's footsteps to engage with their customers and provide 24/7 services. ■

SOMEWHERE TO TURN TO: PUBLIC COMPLAINTS BUREAU

Interview with Dato' Dr Tam Weng Wah Director General of Public Complaints Bureau under the Prime Minister's Department

Many countries around the world have a bureau provided by the government where the general public as well as corporations can bring their complaints about a particular agency or service provider. This bureau is usually headed by an Ombudsman, appointed by Parliamentary legislation to independently investigate and look after the interests of the complainant.

In Malaysia, there is a similar authority called the Public Complaints Bureau (Biro Pengaduan Awam - BPA) started in 1971 that deals with issues on service delivery to consumers. This Bureau looks at the sources of complaints to the various government departments, private businesses, agencies and local authorities, and how they manage the public's expectations of their complaints. The BPA also makes recommendations for change where required, although it cannot force these recommendations, nor actually redress mistakes.

Tenaga Link went to find out more about BPA's roles and responsibilities and spoke with Dato' Tam Weng Wah, Director General of BPA, and how agencies can learn from each other, particularly from Tenaga Nasional who has been leading from the front in dealing with customer complaints with their own CareLine services.

Dato' Tam has been in the role as DG since 2008, and has seen much advancement in technology over the time. He is particularly pleased with the BPA website, where most of the complaints go through. Last year, of more than 13,000 complaints, nearly 6,000 were via the website. It is the simplest method of communication with ample opportunity to write down in detail the nature of the complaint. Surprisingly, only seven were sent in as SMS to BPA's 15888, compared to the hundreds of reports texted to TNB's CareLine 15454 from the public on faulty streetlights and outages.



“ The Bureau looks into finding a solution with a 15-day turnaround timeframe from first sight of problem, to responding to the complainant. ”

Dato' Tam believes this is because people have a lot to describe, and this cannot be done in an SMS as text space is limited. People still call in personally to any of the ten state offices (including Sarawak and Sabah) and one in Kuala Lumpur, to lodge reports, and BPA also deals with many letters via post. Once a complaint is received, the Bureau's standard operating procedure (SOP) is to go directly to the agency or office concerned. As BPA is the second-tier level of complaint, it will deal with that department first to find out what information was provided at the first-tier. For example, what had been done to resolve a complaint at ministry, state, or even to district level, if it's an issue with a school, or a hospital.

This is when the Bureau looks into finding a solution with a 15-day turnaround timeframe from first sight of problem, to responding to the complainant. In the past, the turnaround time was 41 days, which Dato' Tam felt was too long. In this age of modern technology, he said there was no need to keep consumers waiting, but to provide realistic timely feedback and he introduced the 15-day dateline in 2009. He says that internally, agencies or departments are given a five-day cycle to respond to the

Bureau's queries and this is clearly defined to keep to the 15-day response promise from BPA to the public.

Regarding complaints about TNB CareLine, he has nothing but good things to say. If he receives a complaint about TNB services, Dato' Tam gets in touch with Haji Ismail Rahman from Corporate Affairs Division directly or Ir. Nirinder to get immediate responses and this is the same service and commitment from all levels of TNB employees.

His personal experience with TNB has also been very positive. When he called and the line was busy, a recorded message informed him what number caller he was. He thinks that the recorded message helps to abate customers' anger as they know their call is being escalated and will be dealt with soon. He says that with most agencies the line is busy or rings without someone picking up and the customer gets fed up waiting. Dato' Tam says that if any of the ministries' hotlines are found to have problems with answering calls, he recommends them to emulate the TNB system.

The other area of expertise he cites is the TNB billing process. Dato' Tam would like to see more companies follow TNB's example of providing electricity meter readings online. Several complaints received by BPA are in regards to incorrect billing of utility services, usually for over-billing. TNB provides an online self-meter reading where the consumer provides their actual readings for three months, then a TNB meter reader takes the reading on the fourth month, and thus the cycle continues so accurate billing can be made. This is especially helpful where property is tenanted out and house owners are able to track usage with online billing. This method eliminates the need for utility readers to enter a tenanted property in cases of dispute

between the owner and the tenant.

Dato' Tam suggested utility companies could share facilities and even workforce. Instead of separating water and electricity meter readers, the companies could share one doing both readings! He thinks that people still like to have meters read and receive bills to know how much they use and are willing to pay. He likes the idea of using different coloured paper to bring attention to late payments, like pink for a final notice!

Dato' Tam is happy that TNB is in the forefront of technology, adapting to changing needs of customers and keeping up with social media to publicise its services. With TNB Facebook, consumers are able to know what disruptions there are and when supply would resume. However, Dato' Tam does not feel that this information is promoted extensively as he knows many people who do not know of the existence of TNB Facebook or WebChat. He tries hard to inform government agencies and other utility companies to use multi-media similar to TNB as a form of reaching the population but these services need to be marketed better.

With regards to energy itself, like TNB, BPA is constantly looking at alternatives. Basic utility provisions such as gas, water, electricity, are necessities for daily suburban life. Going green is not just a trend, but it is here to stay to safeguard the future generations. Dato' Tam says that if utility companies are not supporting it, then consumers may not be inclined to use that company as people become more aware of long-term implications. Many countries now impose green policies on utility companies and Malaysia has started strategic planning with the different government departments and world organisations to tackle sustainable energy supply. TNB is constantly researching, analysing and developing renewable energy sources.

Dato' Tam believes BPA is a catalyst for change, not just undertaking an administrative role, handling complaints and finding resolutions. He believes TNB leads the way with innovative means of finding solutions to problems faced by the population and with BPA, they can share their knowledge to keep standards high. The commitment to providing user-friendly services is a good example to other companies and agencies to follow and ensures that the general public is given the right conduit to air their grievances. This can only improve the quality of services from providers to secure happy customers who know that their rights are being looked after.

After all, a happy customer is a loyal customer. ■



Not just for Elephants!

The Belum - Temenggor Valley, dense 130-million-year-old rainforests north of Perak midway between the east and west coasts of Peninsular Malaysia, is home to all ten species of hornbills found in Malaysia and also to a powerful natural energy source – Lake Temenggor. It is from this man-made lake that million tons of water pour through the Temenggor Dam generating hydroelectric power for Malaysians.

The country's second largest lake after Lake Kenyir in Terengganu, Lake Temenggor has many islands, formed naturally from the peaks of that valley when the dam was flooded and it is to one of these islands that we visited and saw first hand, Tenaga Nasional Berhad's efforts that go into generating electricity from this renewable source.

We accompanied the Deputy Secretary General, Ministry of Energy, Green Technology and Water, Haji Badaruddin Mahyudin, who was to switch on the standby generator operated by TNB on Banding Island. Haji Badaruddin had wanted to see for himself the advances made by TNB in bringing electricity to the rural areas. TNB is the largest electricity utility company in Malaysia and also the largest power company in Southeast Asia with MYR 69.8 billion worth of assets and naturally the government has a keen interest in TNB's contribution to renewable energy.

The visit to the substation was then to be followed by a tour of a Mini Hydro-electric Station at Sungai Chempias – about an hour and a half drive away from Banding Island. The thirty-strong delegation who travelled to the island on Lake Temenggor comprised several stalwarts of industry including Dato' Roslan Ab Rahman, Senior General Manager (Operations Region 2) Distribution Division; Haji Wan Kamizi B. Wan Ishak, State General Manager, (Perak), Ismail Hj Abdul Rahman, Regulatory Relations & Management, Corporate Affairs Division; Shahrir Abdul Latiff, Managing Director, TNB Energy Services Sdn Bhd; and, Ir. Nordin Bin Razali, Manager, Customer Services and Marketing, Perak.

Haji Badaruddin Mahyudin took the lead in addressing the need for all Malaysians to receive electricity, not just for those living in built up areas with infrastructure already on site. He said, "... although it may take a little more effort in bringing electricity to remote areas such as this, today's exercise is a clear example of just how crucial this is viewed by the Government. We are determined to leave no stone unturned and no one in the dark, so to speak. Everybody should be given equal attention whether in the city or in suburban areas." Two of the traditionally nomadic Orang Asli tribes, the

Jahai and the Temiar, many of whom now live in settlements around the lake and earn a living by fishing, cultivating and providing boat services to tourists, are enjoying the benefits of electricity brought to them.

Dato' Roslan Ab Rahman elaborated on TNB's role in moving the government's mandate forward, "It's not just our job, it's also our social obligation to ensure the needs of communities in rural areas do not lag behind. And with regard to today's event, TNB is going in as far as to ensure the local community receives uninterrupted supply of electricity without having to pay a premium rate despite its distance from our power plants. On top of that, the substation that is about to be commissioned will serve as an efficient back-up in the event of an unplanned outage. This substation can be up and running within the hour of such an occurrence." Banning standby generator provides an alternative source should the mainline power supply fail or if there is a fault. Where it used to take five to six hours before alternate supply could be provided, this generator could be fired up quickly with minimal disruption.

Dato' Roslan also believes that TNB is doing an important job in bringing socio-economic wealth to the area because of eco-tourism, hiking, fishing and boating activities for Malaysians as well as foreigners. The number of hotels and motels coming up in the area require electricity to sustain or increase these numbers of visitors. It is no small feat to bring power to the forests of the Belum Valley. The main office for TNB is in Gerik and it takes a while for TNB employees to travel the distance from Gerik to the substation to resolve a problem or breakdown. Supplies and equipment also need to be transported by road, by ferry, and carried uphill. The cables from grid to grid (averaging 20km between each) are laid underground in pipes, along the forest outline, along the main roads and sometimes where necessary, along elephant paths!

The Sungai Chempias Mini Hydro-electric station was one such stamping ground for the local herd of elephants. It was a test of innovation from the workers to prevent mishaps at the site.

Around 20 elephants were often seen crossing the confines of the substation compound en route to the nearby river. That path was widened to make it more accessible but there were occasions where a strayed elephant caused damage. Thankfully no one has been injured with these curious mammals, but chain and then electric fences that were put up were simply knocked down. A perimeter wall was eventually built



“ The plant at Sungai Chempias uses a Nikki Turbine and Generator that was installed in 1979 and is capable of generating up to 120 kW of energy, ”

that kept the elephants out. TNB is conscious that any building works must be empathetically carried out with the protection of the hornbills, elephants and deer, etc in mind. In addition to humidity, there are also snakes, monkeys and other creatures of the forest to contend with.

As part of TNB's nature of operations, the Company takes great interest in its environment. TNB embraces the notion that any project or development undertaken by the Company must blend and not be in conflict with the environment it operates in and takes pride in its corporate responsibility in ensuring that its projects comply with the strictest world environment standard.

As far as renewable energy resources here is concerned, TNBES MD, Shahrir Abdul Latif says, "TNB Energy Services is also active in these areas. Ensuring the conservation of the environment should not just be a practice for city



“ TNB Energy Services is also active in these areas. Ensuring the conservation of the environment should not just be a practice for city folk, we are also active here. ”

folk, we are also active here.”

On the tour of Chempias, we were told that there are 36 other hydro stations similar to this, of which 19 are still in operation. “Most of them are not as easily accessible as this site. You could even say, this is the equivalent of the NKVE (New Klang Valley Expressway) when compared to other stations’ terrain,” said Shahrir. TNB is recommending the rehabilitation of at least 15 of the other hydro stations, as part of TNB’s contribution to realising the government initiative to increase the renewable energy percentage.

Given that this is one of the easier sites to access, staff still have to walk one kilometre uphill over rocky ground to the catchment area twice a week to check and maintain the equipment. It is impossible for vehicular access, even motorcycles because of the stony ground. Depending on their familiarity with the route, the walk may take anything from 15 minutes to half an hour. The water from the catchment area works its way in pipes laid down in this hilly topography to the generator that turns on the turbine. A lot of planning and management goes into bringing electricity where it is needed, often in similarly difficult landscape.

Statistically, 16% of Malaysia’s electrical power is hydro-electric and the remaining 84% thermal.

In Peninsular Malaysia, TNB contributes about 55% of the total industry capacity through six thermal stations and three major hydroelectric schemes. With such natural resources available, the Malaysian government has been looking into diversifying from dependence on oil and gas to renewable and non-renewal energy resources. It is not just the ability to tap into these resources, but consideration has to be given to minimising impact of production, transportation, conversion and supply.

Hydro-electric power is water-driven, of which Malaysia has an abundance from rainfall. The plant at Sungai Chempias uses a Nikki Turbine and Generator that was installed in 1979 and is capable of generating up to 120 kW of energy, but currently set at generating 80 kW of energy. To put this into perspective, 30kW is enough to supply three kampungs, providing electrical use for basic household needs. TNB staff consider this power plant at Chempias to be one of the most reliable, despite its age and requiring low maintenance, which takes a day or two, once every three months. From an environmental point of view, it has been generating electricity for 32 years with minimal disruption and repairs. It is not just singular effort from the company, but TNB works in tandem with many other stakeholders to ensure that each organisation adheres to consistent and practical regard to issues in providing energy to Malaysians. Apart from harnessing the energy provided by the Temenggor Lake TNB also works, and makes long-term strategic plans with, the Forestry Department, members of academia, NGOs and various governmental ministries (Agriculture; Transport; Science, Technology and Environment; Primary Industry, to name a few), and primarily with the Department of Wildlife and National Parks. The conservation of bio-diversity is taken seriously by all involved and think tanks are continually considering alternative ecologically sound sustainable renewable energy sources.

As we departed Banding Island for the five and a half hour journey back to Kuala Lumpur travelling along the Temenggor Bridge, we stopped by the monument erected in 1982 by the Malaysian Public Works (JKR). This monument commemorates those who died during the construction of the East-West highway and also for the communist insurgency in the area that ended in 1977. It is at such a magnificent location of the Belum-Temenggor Valley with its many hidden gems and a gateway to the endeavours of TNB to light up homes throughout Malaysia. ■



LUNCHEON WITH SELANGOR PRIME CUSTOMERS

To honour as well as to enhance the good relationship between TNB and PRIME customers, TNB Selangor held a luncheon at Grand Blue Wave, Shah Alam. The luncheon was also highlighted with a talk on Green Energy delivered by Sansubari

Che Mud, Senior Manager (Renewable Energy & Green Technology) and another talk on Power Quality delivered by Dr. Mohamed Fuad Faisal, Technician Expert (Power Quality & EE).

The ceremony was officiated by Datuk Abdullah @ Abdul Basir b Abdul Ghani, State General Manager (Selangor). In his speech he mentioned that PRIME Customers in Selangor are among the consumers who contributed the biggest for TNB and TNB continues to provide excellent service to this group. The Selangor State General Manager also promised to upkeep the uninterrupted supply to the PRIME customers in the area.

He also reminded customers to keep TNB informed if there are elements of vandalism around their premises in order to avoid interruption of power supply. This occasion also acts as platform for all Area Managers and Branch Managers to get to know PRIME customers better in order to ensure any issue related to TNB can be solved immediately. ■



PROGRAMME WITH CUSTOMERS AT TERENGGANU & SELANGOR



Petaling Jaya – A one day programme with customers in Selangor is planned to be held in 12 locations throughout the state. As a kick-start, TNB Petaling Jaya recently took the initiative to organise the One Day Programme With Customers at The Curve, Petaling Jaya.

Staff of Customer Service & Marketing TNB Petaling Jaya and representatives from the state were also present to give full support to

this programme. TNB Petaling Jaya's initiatives include meeting customers at all premises in The Curve through conducting a survey on TNB services as well as listening to problems and difficulties faced by its customers.

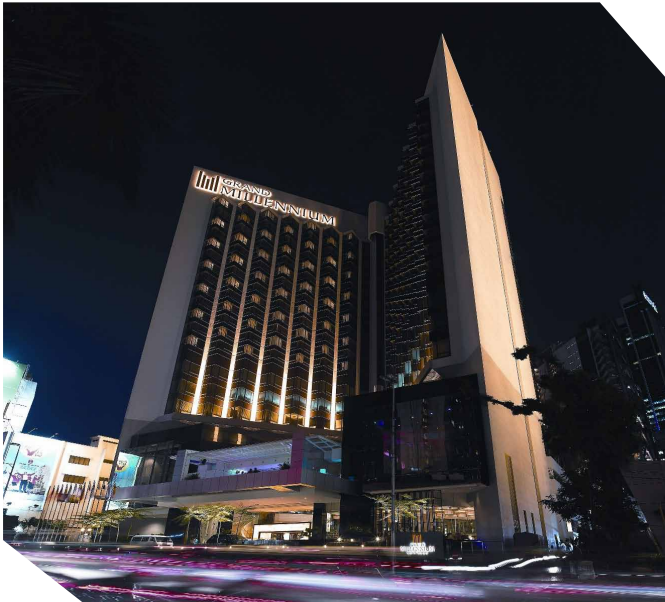
Kerteh - TNB Terengganu management led by Haji Md. Yuslan Md. Yusof, State General Manager (Terengganu) recently conducted a PRIME visit to MOX Linde Gas Malaysia Sdn Bhd, located in the Kerteh Industrial Zone.

The delegation also visited Universiti Teknologi MARA, Dungun branch, who is also a TNB PRIME Customer. Haji Omar Rahman, Manager Customer Service and Marketing Terengganu, also joined the delegation's visit to this campus.

Also present in the visits to both PRIME customers were representatives from Management Office from the districts of Kemaman, Kertih and Dungun as well as executives from Customer Service & Marketing Unit from Terengganu. ■



GRAND MILLENNIUM KUALA LUMPUR



Grand Millennium Kuala Lumpur is a truly valuable addition to the Millennium & Copthorne Group as this confirms our commitment to bring the highest levels of hospitality standards and quality renowned by the Grand Millennium brand in the Asia-Pacific region. The hotel's longstanding reputation as one of Malaysia's premier hotels also brings further recognition to the brand in the global market. It is well located in the heart of the downtown business, financial, entertainment and shopping district of Kuala Lumpur.

The Hotel is ideally situated for both business and leisure travellers. The comfortable 468 rooms that exude a familiar feeling of homely warmth, and suites that provide the added quality and practicality that many guests seek. Non-smoking and business floors are available, and our broadband Internet special privileges and business-friendly services that anticipate the needs of business travellers. Other features that complement our guests' stay include the Business Centre with private workstations and boardrooms, along with a Fitness Centre and Spa services for those wish to unwind and relax.

The Grand Millennium Kuala Lumpur offers an ideal meeting venue from small to medium size meetings between 100-200 persons. Its prime location in the heart of Kuala Lumpur provides convenient access to guests. Reputed for its consistently high level of personalised service and competitively priced meetings packages, the Hotel has all the essential features and

amenities that both organizers and attendees have come to expect from an established business class hotel.

Meanwhile, The Grand Millennium Kuala Lumpur featured four vibrant dining and entertainment outlets poised to set new trends in Kuala Lumpur. The Mill, an all-day family-dining restaurant, served Asian and Mediterranean cuisines with open kitchens. Bistro 160 is a cosy café and lobby lounge with direct access from the streets of Bukit Bintang, serving exquisite single-bean coffees, liqueur coffees, high-grade teas, gourmet salads and sandwiches, as well as premium spirits.

The hotel's Chinese restaurant and noodle bar, Zing offers authentic Cantonese cuisine and home-style specialty dishes. Pulse, most happening party venue in Kuala Lumpur, featured spectacular entertainment by top bands and celebrity DJs, a dance floor, and a superb menu offering a selection of tapas as well as signature cocktails.

Strategically located in the heart of the Golden Triangle, the capital city's prestigious shopping and entertainment districts, the Grand Millennium Kuala Lumpur is also recipient of numerous international awards, including the Hospitality Asia Platinum Award for Service Excellence, the Hospitality Asia Platinum Award for Best Executive Club Lounge and Business Technology Review Award for Best Business Hotel.

About Millennium & Copthorne

London-listed M&C Hotels plc, a 53% subsidiary of City Developments Limited (CDL) and part of the Hong Leong Group Singapore, operates in major gateway cities in 19 countries with a portfolio of more than 120 hotels worldwide ranges from three to five star properties. ■

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RANGKAIAN HOTEL SERI MALAYSIA SDN BHD



Zamakhshari Abdul Awal

Acting Managing Director

Rangkaian Hotel Seri Malaysia Sdn Bhd

Rangkaian Hotel Seri Malaysia Sdn Bhd was incorporated in 1994 with the objective to increase medium-cost accommodation facilities and to increase Bumiputera entrepreneur involvement in a well and systematically guided hotel operation.

Over the years, we have managed to establish ourselves as the preferred homegrown Brand offering an affordable accommodation and facilities without compromising on the standard of services governed by our core values of 5C's Cleanliness, Convenience, Comfort, Courtesy and Conformity.

Undoubtedly we are growing. Within the period of 16 years, we are proud to claim that the largest hotel chain in Malaysia is none other than us. Our presence in 21 location with a total number of rooms in excess of 2,095 units strategically located at various location namely Alor Setar, Sungai Petani and Kulim (in Kedah), Bayan Baru and Kepala Batas (in Pulau Pinang), Ipoh and Taiping (in Perak),

Bagan Lalang (in Selangor), Port Dickson and Seremban (in Negeri Sembilan), Johor Bahru and Mersing (in Johor), Rompin, Kuantan, Temerloh and Genting Highlands (in Pahang), Marang and Kuala Terengganu (in Terengganu), Kangar (in Perlis) and Lawas (in Sarawak) epitomize our existence and objective.

All of our hotels are fully equipped and fitted with facilities and amenities to cater for various needs such as fully air-conditioned rooms, ASTRO, MICE facilities, business centre, swimming pool and others.

Our philosophy is simple as that of when we take care of our customers, they will continuously willing to take care of us and we do believe that our guests will always be pampered by the abundance of choices throughout the country.

VISION

To be a forefront Home Grown Hotel chain

MISSION

To provide the highest standard of quality in its management and operations by ensuring a strong and dynamic workforce, constantly improved core values and ongoing innovation to satisfy the needs of customers.

CORE VALUES

Hotel Seri Malaysia is the largest mid-range hotel chain in the country. It represents part of the Government's effort to improve the growth of the local tourism industry. You cannot expect anything less from Hotel Seri Malaysia. It is ideal for business, leisure or plain old family fun. With 21 locations nationwide, it is good to know there is always a home wherever you go. ■

RANGKAIAN HOTEL SERI MALAYSIA SDN BHD

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59000 Kuala Lumpur

Tel No 03-22997777 Fax No 03-2299 7788

Email : central@serimalaysia.com.my



FAQs ON FEED-IN TARIFF (FiT)

Sustainable Energy Development Authority Malaysia (SEDA Malaysia)

Galeria PjH, Aras 9, Jalan P4B, Persiaran Perdana, Presint 4, 62100 Putrajaya

T : +603 - 8870 5800 F : +603 - 8870 5900 E : info@seda.gov.my

SECTION II – FAQs for Potential Renewable Energy Developers

1. Who will oversee the running of the FiT System?

The management and running of the FiT System will be carried out and overseen by the Sustainable Energy Development Authority Malaysia ("SEDA Malaysia"), a statutory body under the Ministry of Energy, Green Technology and Water, established under the Sustainable Energy Development Authority Act 2011.

2. What do you mean by indigenous resources?

Indigenous means renewable resources sourced from within the country and are not imported from neighbouring countries.

3. How does the FiT System work?

The fundamental idea underlying feed-in tariffs is that distribution licensees pay renewable energy power generators a premium for clean energy that is generated. These generators sell their clean energy to distribution licensees for a fixed number of years. The exact duration will depend on the type of renewable resource used for power generation. The FiT System provides a fixed payment from distribution licensees for every kilowatt hour (kWh) of renewable energy generated and a guaranteed minimum payment for every kWh exported to the grid.

4. When was the FiT System in place?

The FiT System was in place from 1st December 2011.

5. Which renewable resources are eligible under the FiT?

The following RE resources will be eligible for FiT:

- Biogas (including landfill gas & sewage);
- Biomass (including solid waste);
- Small hydropower; and
- Solar photovoltaic

6. What is the status of grid-connected renewable energy in Malaysia currently?

As of September 2011, Malaysia has:

- 40 MW grid-connected power from biomass resources;
- 4.95 MW from biogas resources;
- 12.5 MW from small hydro resources;
- 5 MW from solid waste resources; and
- 2.5 MW from solar PV resources.

7. What about the use of solar thermal? Will it be

eligible for feed-in tariffs?

No, there are no feed-in tariffs for electricity generated using solar thermal resources.

8. What about wind and geothermal? Will there be feed-in tariffs for these two energy sources?

No, there will be no feed-in tariffs for wind and geothermal when the FiT System commences in 2011 as the potential of such resources in Malaysia have yet to be determined or analysed. At present, the Ministry of Science, Technology and Innovation through SIRIM Berhad is still undertaking a study to identify the potential of wind as a renewable resource in the country while the Ministry of Natural Resources and Environment will soon be commissioning a study on the potential of power generation from geothermal resources in the state of Sabah. Results from the two studies will only be ready from 2012 onwards. As FiT is sourced from all consumers, funds collected are not meant for financing research and development of technologies but are to be used for proven technologies with established resource potential in the country.

9. What are the rates for Feed-in Tariff?

The range of feed-in tariff rates for various renewable resources as well as their individual effective periods and degression rates, are shown in the schedule to the Renewable Energy Act 2011 or can be accessed from the following link "prevailing FiT rates".

10. Is the FiT System applicable in Sarawak?

No, the FiT System will not be applicable in Sarawak as it has its own legislation and regulations governing electricity supply. The FiT System however is applicable in all other states in Malaysia.

11. Is there a cap or quota on the amount of renewable energy to be generated under the FiT System?

Yes, a cap will be imposed on the total capacity that can be generated under the FiT System. This cap will be distributed according to the type of renewable resource utilised and levels of installed capacity. This cap is necessary in view of the finite amounts available from the Renewable Energy Fund.

12. How is the FiT System financed by the Government?

The FiT System is not financed by the government. Instead it is financed by electricity consumers themselves who contribute one percent (1%) on top of their total electricity bill towards a Renewable Energy Fund. However, domestic consumers who consume 300 units of electricity or less each month will not have their tariffs raised to pay to the Renewable Energy Fund.

13. What is grid parity? What does it mean and does it have anything to do with us here in Malaysia?

Grid parity occurs when the cost of generating electricity from renewable resources is equivalent or cheaper than the cost of generating electricity from conventional fossil fuels or nuclear energy. Yes, even though our electricity is subsidized in Malaysia, grid parity is still valid for us as we will one day reach grid parity for different RE technologies. It is only the rate at which we reach grid parity that may differ from unsubsidized markets. Those with subsidised energy markets will reach grid parity at a later rate than those without subsidies.

14. Can you explain what “displaced cost” means and how it is relevant to me? Do I have to deduct this from the feed-in tariff rates I will be receiving?

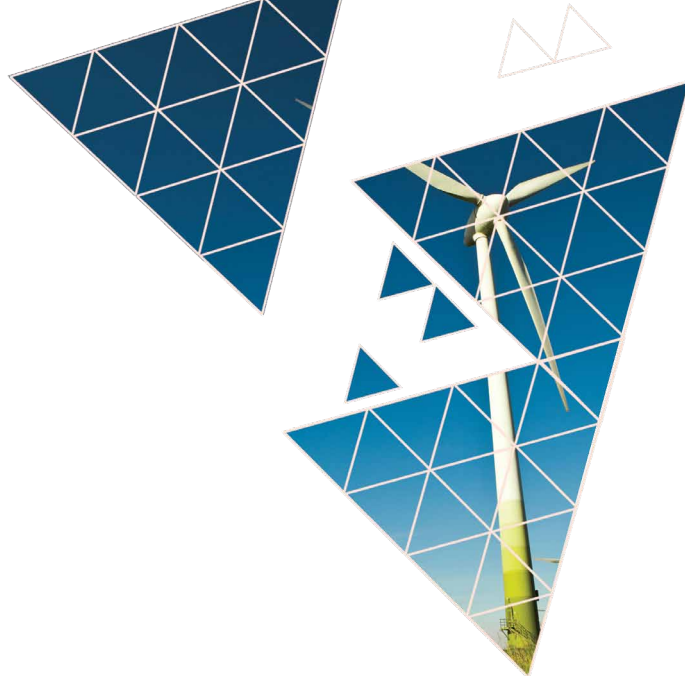
The displaced cost under the Renewable Energy Act 2011 is the cost of generating and supplying electricity from conventional fossil fuel sources up to the point of interconnection with the consumer. It will not affect potential renewable energy developers and NO, you do not have to deduct this from your FiT rates.

The displaced cost of electricity is only relevant to distribution licensees and the Authority where on a monthly basis, the distribution licensee will claim the positive difference between the FiT payment and the displaced cost, for all renewable energy generated power, from the Authority.

15. What is a ‘degression’? What does it mean and why is there a need for one?

Tariff degression refers to the annual reduction of renewable energy tariffs. The rate of reduction depends on maturity of the technology and the existing cost reduction potential. Tariff degression applies to all technologies and will only affect a developer every time he/she applies for the FiT.

For example, a home owner (A) installs a solar PV system in year 1 and signs an agreement with TNB with an FiT rate of RM1.75 per kWh. Home owner (A) will continue to receive this rate throughout his/her agreement duration of 21 yrs. A year after home owner (A) installs the system, his/her neighbour, (B) decides to install a PV system in his/her home too. By year 2 the FiT rate has now reduced by 8% to RM1.61 per kWh. Therefore, home owner (B) will now have a 21-year contract with TNB selling their PV electricity at RM1.61 per kWh. This form of degression rewards the early movers of RE in the country and also promotes cost reduction of RE technology.

**16. How is the degression rate derived?**

Degression rate for each technology is based on its potential for future price decline and to prevent market abuse of over pricing and takes into account the status of the RE technology, the system cost trends, O&M costs, needs for fuel cost/transport, inflation, and the starting rates of FiT as well as balancing of the RE Fund. From the RE fund management perspective, the higher degression will imply higher RE capacity for FiT and allows prudent use of public fund.

17. Why has Malaysia chosen the FiT System? Are there any other countries that use the FiT System?

Malaysia has chosen the FiT System because the feed-in tariffs introduced in other countries have proven to be effective and efficient in developing new markets for renewable energy. The concept of feed-in tariffs is simple and has low administrative costs making it a highly effective tool for boosting renewable energy.

As an example, Germany is the first country which successfully implemented feed-in tariffs. This was done through their Renewable Energy Sources Act 2000 and it is notable that in the first ten years of its implementation of feed-in tariffs, Germany has been able to increase their renewable energy capacity substantially making them the world leader in renewable energy with a renewable energy contribution of 16.1% to their total electricity consumption in 2009. This also created 300,000 green jobs. Furthermore, Germany has not only developed the most dynamic solar PV electricity market but also a flourishing and robust PV industry as a result of feed-in tariffs and this is truly a remarkable feat for a country that is not one of the sunniest in the world.

Many other countries have also implemented feed-in tariffs. As of 2009, feed-in tariff policies have been enacted in many countries including Australia, Brazil, China, Greece, Iran, Israel, South Korea, South Africa, Taiwan, most countries in Europe and in some states in the United States of America. It is also gaining momentum in other countries such as India and Mongolia. In South East Asia, Thailand and Philippines have also implemented a feed-in tariff mechanism.

18. Is income from feed-in tariffs considered taxable income?

Yes, it is taxable income and any exemptions would require a policy decision from the Government. KeTTHA will monitor the progress of renewable energy growth in the country and conduct necessary analyses before putting forth any policy recommendations on this matter.

19. I am a current SREP developer with an existing plant in operation. Can I receive feed-in tariffs?

Yes, you will be eligible to receive feed-in tariffs but will need to apply for a feed-in approval. You must also terminate your existing renewable energy power purchase agreement signed under the SREP programme and enter into a new renewable energy power purchase agreement. However the duration or effective period for you to receive feed-in tariffs will be adjusted according to the number of years your plant has already been generating electricity for commercial sale to a distribution licensee.

20. I am an existing SREP developer but do not wish to sign-up for feed-in tariffs. Is this ok?

Yes, you may continue with your current renewable energy power purchase agreement.

21. I am a foreign investor and am interested to apply for a feed-in approval. Am I eligible? What are the requirements for foreigners?

A foreign person of not less than 21 years of age can apply for a feed-in approval for a renewable energy installation utilising solar PV technology as its renewable resource and having an installed capacity of up to and including 72 kW only. A company incorporated in Malaysia having a foreign person, (alone or together with other foreign persons), holding no more than 49% of voting power or the issued share capital of such company may also apply for feed-in approvals.

22. Why is foreign equity capped to 49%?

In the National Renewable Energy Policy & Action Plan, it is clearly stated that the FIT System is to encourage and develop the local industry.

23. Can a distribution licensee or utility participate in the FIT System?

Yes, but the equity shareholding is capped at a maximum rate of 49% if it is in its area of jurisdiction.

24. Can State Governments and agencies participate in the FIT System?

Yes, State Governments and agencies can participate in the FIT System through its companies.

25. Off-grid for rural electrification – Can they be entitled for FIT?

If the community is serviced by a distribution licensee, then they are eligible for the FIT. But if otherwise, they are not entitled to FIT.

26. My company is located in an area where a utility other than Tenaga Nasional Berhad is the distribution licensee. Will I be entitled to receive feed-in tariffs?

Subject to the fulfilment of criteria for eligibility, you will be entitled to receive feed-in tariffs. Details on application requirements for potential renewable energy developers in this segment will be available before the FIT System is launched.

27. Are CDM projects eligible to apply for a feed-in approval?

We have not restricted the eligibility of Feed-in Approval Holders who apply for CDM but eligibility and approval for CDM will ultimately depend on UNFCCC (to be applied by the developers themselves and separate from the FIT mechanism).

28. How can I apply for the FIT?

Applications can be made either via SEDA Malaysia's official website (recommended) or through manual submission. Please check SEDA Malaysia's website regularly for notification on the application guidelines.

29. Where can I apply?

Application forms will be made available on SEDA Malaysia's website and hardcopies will be made available at SEDA's office. SEDA Malaysia's intention is provide the FIT application as web-based thus allowing you to apply from anywhere as long as you have a computer and internet access.

30. Is there a number I can call to find out more?

Yes, you can call SEDA Malaysia at 03-8870 5800 and the TNB One Stop Enquiry Centre (OSEC) at 1-300-88-5454.

31. When will applications be open to the public?

The FIT system was launched on 1 December 2011.

32. How about guidelines for applications? Will there be any guidelines available for potential developers?

Yes, in due course, application guidelines will be made available for easy reference but this will be web-based and downloadable from SEDA Malaysia's official website .

(To be continued)





5 Ways to Contact Us

Call or SMS

15454

for power outage or
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Call or fax

1300 88 5454

for billing and account enquiries



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