

Starting 1 January 2021, Romanian electricity producer Hidroelectrica announced new electricity supply offer for household consumers, with lower prices following the full liberalization of the electricity market.

Thus, for electricity delivered to residential consumers as of 1 January, the price will be reduced from 0.052 euros/kWh to 0.05 euros/kWh in the first half of next year. Customers are guaranteed that the prices are fixed and still benefit from relaxed payment terms - 45 days from the issuance of the invoice.

Hidroelectrica's CEO Bogdan Badea said that the company offers green energy, which can be supplied to residential customers in Romania, with contracts which has no additional costs or hidden clauses. The action is due to the company's strategy to increase the number of customers of its electricity supply segment following the full liberalization of the electricity market.

In October, Hidroelectrica opened a call center for consumers who want to sign an electricity supply agreement with the company. The call center began operations on the same day as the announcement of Czech energy company CEZ, officially confirming the failure of the Romanian Hidroelectrica-Electrica-SAPE consortium to take over its assets in Romania, which the Czech group sold to funds managed by Macquarie Infrastructure and Real Assets (MIRA). Minister of Economy and Energy Virgil Popescu said earlier that he was disappointed with the state-owned companies Romgaz and Hidroelectrica for not entering the household supply market and warned that they would take action if nothing changed in their commercial policies. The Ministry holds 80 % of the shares of the company.

Hidroelectrica operates more than 209 hydropower plants with a total installed capacity of 6,482 MW. In the coming years, the company intends to diversify its portfolio with large investments in wind farms, solar power plants and the production of electricity from biomass.