

Date: 16-Jun-2026

Ref. : DP-VP-CS-GEN-0046-2026

To:

All DEWA Enrolled Consultants & Contractors

Dubai

ASRA'A Initiative

Dear Valued Builders,

In alignment with the Dubai Smart Government vision and the directives of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister, Minister of Defense, and Chairman of the Executive Council of the Emirate of Dubai, to simplify government services and streamline procedures, DEWA continues to introduce innovative initiatives that enhance customer experience, improve service efficiency, and accelerate the delivery of electricity services.

As part of this commitment, DEWA has introduced the ASRA'A Initiative ("ASRA'A" means "FASTER" in Arabic), which allows the use of the permanent electricity supply cable for construction purposes for projects with approved loads up to 400 kW. This initiative significantly reduces implementation time and facilitates faster access to electricity supply. Furthermore, DEWA has launched a dedicated ASRA'A page on its website to provide customers, consultants, and contractors with comprehensive information on the initiative, including its benefits, requirements, and application process. The objective of the above service enhancement action includes simplification, cost saving, reduction of cable laying works, connection time, etc., for the customers.

For further information on the initiative, including its benefits, requirements, eligibility criteria, and application process, please visit the dedicated ASRA'A webpage:

<https://www.dewa.gov.ae/en/builder/electricity-network-services/asraa>

Customer assistance/clarification can be obtained by contacting DEWA thru' DP.CS@dewa.gov.ae or telephone 043229999.

We highly value your continued cooperation and support as we work together to enhance efficiency, quality, and reliability of electricity services across Dubai.

For Dubai Electricity & Water Authority,



Rashed Humaidan
EVP - Distribution Power

Obaid Saif Atiq Al Falasi,



VP - Distribution Connection Services, Signed on 16-06-2026 10:16:52

Awatif Hatim Al Mazam,



Asst Sr Mgr - LV Estimate & Job Order, Signed on 16-06-2026 10:15:19