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REGISTERED AD

Hon'ble Chairman,TRAI

New Delhi

Subject: Consultation Paper -Suggestions invited by TRAI for brining corrections to New Tariff Regime

- 1) At the outset, I welcome the objective of TRAI which aims at ensuring that subscribers can choose their favourite channels and pay only for selected ones. The intention is noble to provide affordable a la carte channels to consumers and a transparent display of rates by broadcaster on an electronic programme guide.
- 2) It is being observed that unfortunately, the actual situation has resulted in increased charges for the same pack of channels which the consumers have subscribed pre launch of this new framework.
- 3) Currently the pricing of Network capacity fees (NCF) for DTH Providers and cable TV Service providers has been set at Rs. 153 per month for 100 SD channels inclusive of taxes. This is the bare minimum which subscriber has to pay no matter what they watch. On addition they pay fees per additional channel they subscribe of their choice, over and above the free channels.

As TRAI is seeking views and suggestions for corrections to New Framework which has led to increase in monthly TV Bills, I have following suggestions:-

- A. Under the existing framework, the subscriber should have the choice to select the 100 channels on payment of minimum network fees that they are paying.
- B. Alternatively, a system of paying service charges to the service providers may be introduced; may be on dual basis. i.e some minimum fixed charge with additional fees for the channel subscribed.
- C. The DTH operators shall not be allowed to make their own bouquet of channels. This bouquet by broadcaster has forced the subscriber to choose unwanted channels also and resulted in paying higher charges.

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- D. The regulatory authority should also see that the subscriber having more than one TV connections under one roof may be given main connection at normal pricing and the other three connections at 50% rates. This will increase the number of connections and revenue for DTH operators also.

Hope the above suggestions are implemented for benefit of all stakeholders.

With Kind Regards,

CA. Rajendra Goyal

CC : To Honble Prime Minister of India, New Delhi.