

Telecom Regulatory Authority of India
PRESS RELEASE No. 7/2005

Directives to:

M/s Mahanagar Telephone Nigam Ltd for withdrawal of Advertisement of Garuda-FW Service as “Landline bhi-Mobile bhi-Jahan Aap Wahan”.

The Telecom Regulatory Authority of India has issued directives Mahanagar Telephone Nigam Ltd for withdrawal of Advertisement of Garuda-FW Service as “Landline bhi-Mobile bhi-Jahan Aap Wahan”.

The Authority is of the view that referring the MTNL’s Garuda-FW Service as “Landline bhi-Mobile bhi-Jahan Aap Wahan” conveys the impression to potential customers that the service provided is similar to mobile service when actually fixed wireless services are offered.

The Interconnect Usage Charges and Access Deficit Charge regime provides different treatment for calls from mobile and fixed services including wireless fixed.

The Authority, in exercise of its powers under Section 13 read with Section 11(1)(b) of the Telecom Regulatory Authority of India Act 1997 has issued directives to M/s. Mahanagar Telephone Nigam Ltd.. to immediately stop referring to fixed wireless services as “Landline bhi-Mobile bhi-Jahan Aap Wahan” and withdraw from the market all promotional materials including banners, brochures information sheets, etc.

M/s Mahanagar Telephone Nigam Ltd. have been further directed to file a compliance report in this regard with the Authority latest by 19th January, 2005.