

From: Shreepad Korde <fraternitygroup2010@gmail.com>
To: traicable@yahoo.co.in
Sent: Friday, 23 August 2013 3:45 PM
Subject: Comments on Consultation paper regarding Authorised Agents

Mr. Warsi Ahmad,
Advisor (B & CS),
TRAI, New Delhi.

Dear Sir,

Reference the consultation paper dated---August,2013 published by you,I have to state as under:-

1.The Agents like M/s NOVEX,M/s Media Pro and M/sVictor Media are mere collecting agents of the Broadcasters.They do not render any service to the consumers or the MSO's and CO's.A reading of their agreement with the Broadcasters will bring out this stark reality.

2 These agents are generally appointed thru' the process of area-wise auctions and the highest bidder gets the agency to distribute the signals of the concerned broadcaster.in doing so the agents do not render any service to the receiver of the signals.

3.These agents do not have any set up of their own especially technical support required and so essential in distributing the signals.They only recover their cost and exorbitant profits against the auction amount paid by them to the broadcaster.Obviously they arm-twist the receiver to meet their objectives.TRAI can indeed verify the services rendered by these agents and the equipments they have to distribute the signals.

4.There is a nexus between the broadcasters and the agents,which is detrimental to Public interest.The broadcaster is interested in recovering the cost and profit of producing the content and these agents help them in the same by recovering the amounts from MSO"s or CO"s who have their own set up for distribution the signals from home to home.

5.The monopolistic practices of such authorised agents are compelling consumers including bulk consumers like hotels and hospitals,to pay the amount fixed by these agents.Such amounts are much more than the tariff fixed by TRAI.These bulk consumers are falling prey to the demands as they do not have any alternative to receive both Free to Air and Pay channels.The consumer is required to go to MSO's or the Local CO for his needs.

6.The so called agents as said earlier,are bill collection agents of the Broadcasters and they resort to restrictive trade practices to earn their pound of flesh.Their scope of activity and authority needs to be well defined in Public interest.

I trust the above observations are taken note of by your goodself.

Thanking you,

Yours faithfully,

S.M.KORDE

Copy to Mr.Anilkumar Dhingra,
Joint Advisor--TRAI
Congratulations on your elevation.
S.M.KORDE
Company Secretary
C.P.1079