

Subject: **About the NTO**
To: vk.agarwal@traf.gov.in

Date: 09/04/19 01:23 PM
From: Bala Murughan <hanusesh@gmail.com>

Respected Chairman
Telecom Regulatory Authority of India
New Delhi

Warm Greetings

Sub. : Request for Reconsideration of New Tariff Regime
And Reconstruction

The New Tariff order introduced in Cable Industry from 1st Feb 2019 and to be practised henceforth is a welcome change and all the Operators wish to embrace the New Model wholeheartedly (Excepting income Sharing) and our Welfare Associations stand by the Operators in updating & initiate efforts to spread the awareness across Tamilnadu State.

The fact is that the Revenue sharing as per new Policy is totally disappointing to LCOs and is in low light due to denial of reasonable share and their Welfare is thrown to winds. The new Design favours the Broadcasters, DTH operators and MSOs with disproportionately high share of income while the Tail end Operators are to share a dismally insignificant percentage. The new Design favours the Broadcasters, DTH operators and MSOs with disproportionately high share of income while the Tail end Operators are to share a dismally insignificant percentage. The new Design favours the Broadcasters, DTH operators and MSOs with disproportionately high share of income while the Tail end Operators are to share a dismally insignificant percentage. A positive Analysis would reveal, also stated by all economists alike, that Our country has 70 % of its population below Poverty line but the Cable Entertainment reaches every home that includes Poor Villagers , Economically backward Farmers in large numbers, low paid laborers and a big chunk of middle class . If the entertainment attracts unaffordable 18 % GST it is Shylock's share and qualifies for immediate withdrawal. We, Cable Operators have been associated with this Industry for 30 long years and toiled everyday without any assistance particularly financial assistance from Banks & Financial institutions and our pursuit amidst Inexplicable blocks and disturbances of sorts with every step forward is beyond description. We humbly request that the Entire Plan is restructured , keeping in mind the Welfare of Tail enders, so as to rejuvenate the viewing public as well..

With kind Regards
Blamurughan
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