

Subject: **Comments on TRAI's Consultation Paper on Tariff related issues for Broadcasting and Cable services dated 16th August, 2019**

To: arvind@trai.gov.in
Cc: vk.agarwal@trai.gov.in

Date: 09/16/19 04:59 PM

From: D T Wala <dhiraj5762@yahoo.com>

Shri Arvind Kumar,
Advisor (B&CS), TRAI

Sir,

I am 62 years old Retired Senior Citizen, having Direct to Home (DTH) TV connection as provided by Bharti Airtel Limited (Airtel).

For 2017 18, I had paid ONLY Rs. 2850 for one year subscription from Sep 2017 to Aug 2018, for Airtel Value Pack (for more than 400 channels), i.e. Rs. 237.50 per month.

For 2018 19, I had paid JUST Rs. 2408 for one year subscription from Sep 2018 to Aug 2019, for Airtel Freedom Entertainment Pack (for more than 400 channels), i.e. Rs. 200.67 per month. This is my existing plan, valid till 30.09.19.

PLEASE NOTE THAT THE ANNUAL RENTAL PRICE HAD DECREASE FROM RS. 2850 TO RS. 2408.

THERE WAS ABSOLUTELY NO PROBLEM WITH PRICE AS WELL AS SERVICE PROVIDED BY AIRTEL.

On 18.12.18, Telecom Regulatory Authority of India (TRAI) has issued Press Release No.121/2018 on 18.12.18 for "Implementation of New Regulatory Framework for Broadcasting & Cable Services Sector".

As per TRAI, the purpose of issuing the new framework was to reduce consumer's monthly rent for subscription for TV as well as to allow the consumer to choose the channels of her/his choice, if he/she wishes so.

However, in reality, it has become a DISASTER for the consumer as explained below:

My existing plan, Freedom Entertainment Pack (for more than 400 paid and free channels) is valid till 02.09.19, for which I have paid only Rs. 2408 for one year i.e. Rs. 200.67 per month.

I contacted Airtel for renewal of subscription for one more year.

Airtel replied vide its email dated 11.07.19 that Annual Rental Price for Gujarat Value Sports SD 12 Months pack will be Rs. 3696 for just 336 channels.

I have sent copies of details of Channels of My Existing Plan and Airtel's email dated 11.07.19 to the Chairman, TRAI vide my letter dated 30.07.19 sent through REGD POST.

TRAI's Press Release issued on 18.12.18 has NEITHER reduced Monthly / Annual Rental Price NOR increased any benefit to subscribers. On the contrary, TRAI's Press Release dated 18.12.18 has increased

1. Annual Rental Price from Rs. 2408 (for more than 400 channels) to Rs. 3696 for only 360 channels.
2. Monthly Rental Price from Rs. 219 (for more than 400 channels) to Rs. 336 for only 360 channels.

Even if I select only 26 paid channels of our choice, on ala-carte basis, I will have to pay Total of Rs.382.26 per month.

I have sent details of 26 Channels selected on al-a-carte basis and its costing the Chairman, TRAI vide my letter dated 30.07.19 sent through REGD POST.

How is TRAI's Press Release dated 18.12.18 benefiting POOR / HELPLESS subscribers?

1. When subscriber, cable / DTH operator as well as broadcasters were very HAPPY with then exiting system, what was the need to disturb it by issuing Press Release dated 18.12.18?
2. Why had TRAI agreed very very high tariff of channels on al-a-carte basis and published on TRAI's website? In TRAI's Consultation Paper, TRAI has shown that tariff of certain channels have increased by huge percentages, as high as 3000%.
3. When subscribers are happy with discounted bouquets offered by broadcaster and/or cable operators/dth operators, what is the problem with TRAI? In TRAI's Consultation Paper, TRAI has shown that more than 80-90% subscribers have opted for bouquets instead of channels on al-a-carte basis.

After implementation of TRAI's Press Release, cost of subscription has increased at least by Rs. 100 to 150 per month per subscriber. TRAI has stated that there 20 Crore Cable / DTH subscribers. i.e. Rs. 2000 to 3000 Crs. Per month OR Rs. 24000 to 36000 Crs. Additional burden on Indian Public.

Therefore,

TRAI must ask all broadcasters and/or cable operators/dth operators and all concerned to reduce their bouquets/package/plans

tariff drastically, in line with what was existing before issuance of TRAI's New Rules in 18.12.18.

And

Let subscribers decide whether they want to choose bouquets/packages/plans of channels or channels on al-a-carte basis, only if the tariff of individual channel is reduced drastically in line with total tariff of bouquets/packages/plans.

This will kill the issue of heavy discount of bouquets/packages/plans in comparison to total tariff calculated on all channels on al-a-carte basis.

I request to look into above comments while formulating revise guidelines.

With Regards

Dhiraj Wala
(M) 8160059381

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To: arvind@trai.gov.in
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Date: 09/17/19 01:46 PM

From: D T Wala <dhiraj5762@yahoo.com>

Shri Arvind Kumar,
Advisor (B&CS), TRAI

Sir,

Further to my comments sent through email on 16.09.19, I wish to add following:

1. Network Capacity Fee:

Before issuance of TRAI's New Regulatory Framework for Broadcasting & Cable Services Sector on 18.12.18, there was no Network Capacity Fee.

Why has it been introduced?

It must be scrapped in totality.

2. GST on MRP:

Before issuance of TRAI's New Regulatory Framework for Broadcasting & Cable Services Sector on 18.12.18, all tariff were inclusive of all taxes and duties.

Now, GST is added on MRP of tariff.

MRP is Maximum Retail Price inclusive of All Taxes and Duties.

Why is GST to be added to MRP?

GST is not required to be added to MRP.

I request to look into above comments, also, while formulating revise guidelines.

With Regards

Dhiraj Wala
(M) 8160059381