

No.406-2/2004-FN

Dated: 12.1.2005

Shri R.S.P. Sinha,
Chairman-cum-Managing Director,
Mahanagar Telephone Nigam Ltd.,
12th Floor, Tower-1, Jeevan Bharti Building,
Connaught Place,
New Delhi-110 001

Sub: Directive under Section 13 read with Section 11(1)(b) of the TRAI Act, 1997 – Advertisement of MTNL's Garuda-FW "Landline bhi Mobile bhi-Jahan Aap Wahan" in Mumbai

Whereas it has been brought to the notice of the Authority that M/s Mahanagar Telephone Nigam Ltd., Mumbai have advertised their Garuda-FW service with the slogan "Landline bhi Mobile bhi-Jahan Aap Wahan"

The advertisement which appeared in the media inter-alia states that 'MTNL Garuda-FW with features like CDMA Telephone instrument, Calling Line Identification (CLIP) free, Mobility all over Mumbai, Internet connectivity and host of other facilities (Annexure).

Whereas it is the view of the Authority that the said advertisement with the said slogan is misleading as consumers are led to believe that the mobile services are offered when actually fixed wireless services are offered.

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

In view of the above, 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, directs M/s. Mahanagar Telephone Nigam Ltd. to immediately stop advertising in any media their 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. referring the fixed wireless service as having mobility.

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

Enclosure: As above.

(R.K. Bhatnagar)
Advisor (FN)