

Dear Amit Sharma jee,

Here are the comments from Omnia Information Pvt Ltd.

Wiom (Omnia Information Pvt Ltd) sincerely appreciates TRAI's continued efforts in shaping policies that promote digital connectivity and inclusion. The **PM WANI** initiative holds immense potential to expand broadband access across India, and we welcome this consultation on **FTTH bandwidth pricing for PDOs**.

While we acknowledge the rationale behind the proposed tariff structure, we would like to offer our perspective on certain aspects that we believe could further enhance the effectiveness of this initiative.

Key Considerations and Recommendations

Aligning PDO Pricing with Retail FTTH to Encourage Growth

- As highlighted in the consultation paper (Para 13), the **average monthly data usage per PDO is 200GB**, which is well within the range of a regular **retail FTTH user (200-500GB)**.
- Given this similarity in usage patterns, we believe **aligning PDO bandwidth pricing with retail FTTH tariffs** would be a more balanced approach. This would ensure affordability for PDOs, many of whom are small business owners or local entrepreneurs.

Affordability as a Key Factor for PM WANI Expansion

- The consultation paper (Para 3.4) acknowledges that **high backhaul costs have been a significant barrier** to PM WANI's widespread adoption.
- Keeping bandwidth costs **closer to retail FTTH rates** would encourage more entrepreneurs to set up PDOs, accelerating the growth of **public Wi-Fi hotspots** and contributing to the government's **Digital India** goals.

Encouraging a Competitive and Scalable Pricing Model

Rather than setting a ceiling of **twice the retail FTTH price**, we believe a **more flexible and progressive pricing model** could better serve the objectives of PM WANI:

-Parity with Retail FTTH Pricing: Ensuring PDOs are offered bandwidth at rates similar to regular consumers, given their comparable usage.

-Volume-Based Incentives: Encouraging ISPs to offer **bulk discounts** as PDOs scale. At every stage, the price should be the same or lower than retail price.

-Wholesale Price Transparency: Considering mechanisms that promote **fair and competitive pricing agreements** between ISPs and PDOs.

Conclusion

We deeply appreciate TRAI's commitment to fostering a robust and inclusive broadband ecosystem. By **ensuring bandwidth affordability for PDOs**, the Authority can help unlock PM WANI's full potential, bringing **affordable internet access to millions** while supporting small businesses and local entrepreneurs.

We thank TRAI for considering our views and look forward to further engagement on this important initiative.

thanks

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