

Fwd: Comments on Draft Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) (Seventh Amendment) Regulations, 2025

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Tue, 07 Oct 2025 10:22:10 AM +0530

To "Bhupendra Singh"<srobcs2@traf.gov.in>,"Ajay Kumar"<interconnect-bcs@traf.gov.in>,"Sanyatjeet Pawde"<s.pawde@traf.gov.in>

===== Forwarded message =====

From: VERAf CABLE <veraicable.atkot@gmail.com >

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Cc: "Sattvik Lavaniya"<sattvik.lavaniya@traf.gov.in >

Date: Mon, 06 Oct 2025 16:42:28 +0530

Subject: Comments on Draft Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) (Seventh Amendment) Regulations, 2025

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TO.
TRAf RO Jaipur

Dear sir

Telecom Regulatory Authority of India (TRAf) has released the Draft Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) (Seventh Amendment) Regulations, 2025 on 22nd September 2025 for seeking comments from the MSOs.

We currently have a relatively small number of active subscribers. Given the limited scale of our operations, we believe that our inclusion in the audit report may not be necessary at this stage. As a small MSO (Multi-System Operator), we are burdened with high operational costs, including electricity expenses and ongoing maintenance of equipment and infrastructure. Our service area mainly consists of rural villages, where subscription fees must remain low to stay affordable for the local population.

In addition to these challenges, we are under significant pressure from broadcasters to offer full channel packages, regardless of actual subscriber demand. Despite our limited customer base, they are insisting on fixed deals, which adds even more financial strain to our already struggling business.

Furthermore, we are facing intense competition from large providers like Jio and Airtel, who offer free-to-air channels or significantly lower-priced packages. Competing in such an environment is extremely difficult for small operators like us, especially given our limited resources and rural coverage.

This situation is becoming increasingly unsustainable — our business is in urgent need of support, as we are operating under very difficult conditions and are struggling to stay afloat.

We sincerely request your understanding and consideration in excluding us from the current audit report, given our operational and financial limitations. Any relief or flexibility at this time would be a much-needed lifeline to help us continue serving our local communities.

Regards,
Veraf Cable
Atkot

Contact:
9537655900