

--- On **Mon, 29/4/13**, Sankaranarayana G <sn@asianet.co.in> wrote:

From: Sankaranarayana G <sn@asianet.co.in>
Subject: Draft Standard Tariff Package for STBs
To: advbcs@traf.gov.in, traicable@yahoo.co.in
Date: Monday, 29 April, 2013, 11:38 PM

From
Asianet Satellite Communications Ltd.
2A, 2nd floor, Leela Infopark,
Technopark, Trivandrum.

Dear Sir,

Our comments on the four tariff options are as below:

Options 1 ,2, 3 and 4 (for Standard definition STB):

1) Subscriber should have an option to purchase the STB outright or where the STBs are procured by the MSO through a financing company and hence the STB can not be sold to end subscriber, the same may be charged as an activation fee and the STB being the asset of the MSO.

2) Since the Standard Definition STB (SD STB) landed cost is high at about Rs.2000, suggested deposit of Rs.400 / Rs.800 per STB is too low and risky for the MSOs. This will lead to mismatch in cash flows for MSOs.

2) Low upfront payment will also mean high capital expenditure which is not possible for the MSOs in the current industry scenario where 110 million C&S homes need STBs before December 2014.

3) We recommend a refundable interest free deposit of Rs. 1500 which will be refunded when a STB is returned in a good working condition after adjusting for the administrative charges and also wear and tear of the STB @ 2.5% of the Security Deposit per every month of usage. This is in addition to a monthly rental of Rs. 36+ tax per month

4) Repair and maintenance charges shall be levied by the MSO according to the damages on the STB.

Regards,
Sankar