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Subject: **Fwd: Comments on Tariff related issues for Broadcasting and Cable services**
To: vk.agarwal@traigov.in

Date: 09/17/19 01:54 PM
From: V K Agarwal <vinag23@gmail.com>

----- Forwarded message -----

From: **Arvind Kumar** <arvind@traigov.in>
Date: Mon, Sep 16, 2019 at 8:41 AM
Subject: Fwd: Comments on Tariff related issues for Broadcasting and Cable services
To: <vinag23@gmail.com>

Sent from my iPhone

Begin forwarded message:

From: Basundhara Cable <basundharacable@gmail.com>
Date: 13 September 2019 at 8:05:19 PM IST
To: arvind@traigov.in
Subject: Comments on Tariff related issues for Broadcasting and Cable services

Respected sir,

The new tariff order (NTO) is bleeding us to death slowly in the Cable tv sector. It is creating a huge dent in the industry. We as LCO are slowly losing our customer base in rural and semi-urban areas as people cant afford this increased monthly bill. The Television has become a luxury for normal household and people are certainly not entertained. They are choosing not to watch Tv in this new tariff order. Recent report from various sectors shows the data that a bigger part of consumers didnt even transitioned to this New system. So, as a LCO keeping the best interest of middle class family and this industry both, suggesting you to bring different channel prices for different sectors like Metro cities, urban, semi-urban and for rural areas, as it was previously in DAS1, DAS2, DAS3 phases. So we can reach to every household and keep entertaining them without burning a hole in there pocket. Consulting with the broadcaster and various stakeholders will certainly bring a solution in this matter. Afterall we all are working for customers satisfaction which is certainly not happening with this orders. Thank you.

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Thanks & Regards ,

Basundhara Cable Communication Network
9749340266
Kandi, Murshidabad



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V K Agarwal