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BY SPEED POST

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07.01.2010

To
The Secretary to T R A I
Telecom Regulatory Authority of India
Doorsanchar Bhawan
New Delhi - 110002

**SUB: COMMENTS ON CONSULTATION PAPER ON DTH TARIFF
DATED 24.12.2009**

Dear Sir,

1. I have the honour to inform you that I want to make the following comments on DTH Tariff in compulsory CAS Area :-
 - (a) A News Channel UTVi(Boomberg) is costing Rs. 275/- at Digital Airtel, a DTH operator whereas the same channel is costing Rs. 5.35 + tax by Cable Operator as per CAS Cable Tariff 2008. The DTH Operators are cheating the domestic consumers and making bumper profits. A copy of rate chart is enclosed herewith.
 - (b) The DTH Operators are charging from Rs. 300/- to Rs. 400/- (Tata Sky) annually for Annual Maintenance Charges whereas no charge is made by Cable operator in compulsory CAS area.
 - (c) From profit sharing point of view in compulsory CAS Area, the profit is divided between MSO and LCO whereas the whole profit goes to DTH operator.
 - (d) The DTH Operators are charging more from advertisers in comparison with Cable operator.
 - (e) In the absence of common set top box, the DTH operators are charging Rs. 1200/- for each STB in place of Rs. 500/- and providing their own STBs to consumers.

Cont'd2/-

- (f) In Boquet package, all pay channels are not required/viewed by all domestic consumers. In the Basic package & Top Up same pay channel is available except one or two. Viewing of channels are varying from one consumer to another. Then it goes wastage of other channels. It is better to have a common all free to air channels in one side and a rate should be fixed for it and pay channels should be regulated as per the choice of consumers as per their pay per view on a-la-carte basis where there will be no wastage and un-necessary payment action.
- (g) From channels point of view, whatever FTA & Pay channels are available with non- CAS area in analog, the same channels especially Regional Channels are not available with DTH operator after four years passed. For Example : I want to view Tarang a regional oriya pay channel, then I made a request to Digital Airtel DTH Operator to encrypt it. Six months passed and there is no response. Here is, if a consumer wants to view his/her favourable channel, he/she is not getting it in compulsory CAS Area. Like this another problem a logo i.e. Launch iNews is coming on the top left side of NDTV Profit pay channel. I have made three times request to nodal officer WB, Digital Airtel but it is not removed from the screen as on date & she said it can not be removed from the screen permanently. Another example : I made a request to customer care of Digital Airtel DTH to forward a list of Free to Air and Pay channels for information. The customer care of Digital Airtel instructed to take all channels package which is costing Rs. 475/- + tax. Like this the DTH operators are misleading the domestic consumers.

2. Finally, I can say that the DTH operators are earning more profits from domestic consumers and their tariff should be kept at par with CAS Cable Tariff 2008 i.e. Rs. 82/- + service tax + amusement tax per month for all Free to Air channels and Rs. 5.35 Ps + service tax + amusement tax per pay channel per month and DTH operators should provide on a-la-carte basis to domestic consumers on pay per view basis in compulsory CAS Area.

Thanking you in anticipation.

Yours sincerely,



(Bata Krushna Nayak)

Encl : Rate chart of Digital Airtel, a DTH operator.



UNIVERSAL REMOTE
One remote for TV & Set Top Box



MPEG4 DVB-S2
Better picture & sound quality



ITV SERVICES
Unique interactive applications like iNews, iTravel, etc.



WORLDSPACE RADIO
Crystal clear music with no additional hardware

POWER RESUME FUNCTION
Come back to the last viewed channel after a power cut

LOW BATTERY INDICATOR
Notifies when remote batteries need replacement

PROGRAMME GUIDE
Available in Hindi and English

Bring home superior MPEG4 DVB-S2 picture clarity with our Rs. 1800 offer.

4 months Economy pack
(131 - Channels)

+ 1 FREE Regional Top Up

+ ESPN Top-Up FREE for 1 month

+ FREE Installation

2 / 3 / 6 Months offer	
Pay only	Subscription offer + Free installation
Rs. 1750	2 Months Economy pack + 1 Regional Top-up*
Rs. 1790	3 Months Economy pack + ESPN + 1 Regional Top-up*
Rs. 1800	4 Months Economy pack + ESPN + 1 Regional Top-up*
Rs. 1990	3 Months Mega pack + 2 Regional Top-up*
Rs. 2150	3 Months Ultra pack + 3 Regional Top-up*
Rs. 2290	6 Months Economy pack + 1 Regional Top-up*

12 Months offer	
Pay only	Subscription offer + Free installation
Rs. 2750	6 Months Mega pack + 2 Regional Top-up*
Rs. 2750	12 Months Super Value Pack
Rs. 2950	12 Months Value pack + 1 Regional Top-up*
Rs. 3250	12 Months Economy pack + 1 Regional Top-up*
Rs. 4350	12 Months Mega Pack + 2 Regional Top-up*
Rs. 4850	12 Months Ultra pack + 3 Regional Top-up*

*Choice of Regional Top-up: Zee Bengali, Zee Talkies, Zee Punjabi.



digital TV

For queries, SMS DTH to 54325 or call 12150 (toll free from your Airtel mobile) or 1800 102 8080 (toll free).

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Super Value - 92 Channels, Monthly Rs. 115

Special Annual Offer : Pay for 11 months. Enjoy 12 months.

Value - Super Value + 6 Channels = 98 Channels, Monthly Rs.140

Special Annual Offer : Pay for 11 months. Enjoy 12 months.

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Economy - Value + 33 Channels = 131 Channels, Monthly Rs.185

Special Annual Offer : Pay for 10 months. Enjoy 12 months.

Mega - Economy + 25 Channels = 154 Channels, Monthly Rs.275

Special Annual Offer : Pay for 10 months. Enjoy 12 months.

Ultra - Mega + 7 Channels = 161 Channels, Monthly Rs.330

Special Annual Offer : Pay for 10 months. Enjoy 12 months.

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Top Ups

To subscribe to any top up, Please SMS, ADD<topupname> to 54325

Punjabi Plus (Rs.15)	Hindi Movie Plus (Rs.30)	Mega Sports Plus (Rs.90)	Kids Plus (Rs.20)	ESPN Plus (Rs.45)	English News Plus (Rs.35)	Music Plus (Rs.25)	Cine Plus (Rs.35)	Hindi Plus (Rs.45)
Zee Punjabi ETC Punjabi Zee Plus (Rs.25)	Zee Cinema, Filmy, Star Gold, Bindass, UTV Movies,	Star Sports, Star Cricket, ESPN, NEO Cricker, NEO Sports, Ten Sports, Zee Sports	Cartoon Network Pogo Discovery Plus (Rs.20)	ESPN, Star Cricket, Star Sports, i-Sports	CNN, ET Now, NDTV Profit, BBC World News, CNBC - TV 18	MTV VH1 ETC WorldSpace Radio	HBO Star Movies MGM Sony Pix	Star Gold, Zee TV, Zee Cinema, Sahara One, Filmy, UTV Movies, UTV Bindass, Bindass Movies
Zee TV Zee Cinema	Hindi Entertainment Plus (Rs. 35)	Star Cricket (Rs. 20)	Zee Bangla (Rs. 10)	Zee Talkies (Rs. 10)	Zee Marathi (Rs. 10)	Ten Sports (Rs. 15)	i-Cricket (Rs. 15)	WorldSpace Plus (Rs.10)
NEO Plus (Rs. 30)	Zee TV, Colors, Sahara One, UTV Bindass	ETC Punjabi (Rs.10)	Colors (Rs. 20)	Zee Punjabi (Rs.10)	Star Gold Plus (Rs.10)			
NEO Cricket NEO Sports								

SPECIAL OFFER ON MULTI CONNECTION*

1st Connection			2nd / 3rd / 4th Connection		
You Pay	Free Period	Monthly charges	You Pay	Benefit	Monthly charges
Rs. 1790	4 months Economy Value	Rs. 185	Rs. 1750	Cash back of Rs.250/-	160
Rs. 1990	3 months Mega Pack	Rs.275	Rs.1750		160
Rs. 2150	3 months Ultra Pack	Rs.330	Rs.1750		160

* Calculation for Special offer on multi connection on the basis Rs. 250 Cash back offer.



Terms and Conditions: Top Ups prices and Monthly packs prices are exclusive of taxes. Channel line up and price of each pack is subject to change without any prior notice and is available in select cities for a limited period. NDTV & NDTV Imagine are available under Super Value Pack till 30 Sep '09. Ten and Zee Sports are there for a lockin of 6 months with the price of Rs 60 + tax and Rs 50 + tax. Please change appropriately. Audio channels are not a part of the packs & are free till further notice. iSports will be available subject to content availability. Logos are trademarks of respective channels. For non-commercial use only. Inter-acting applications may vary from time to time and are subject to change.