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Date: 21 September 2019 at 11:17:03 AM IST

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Subject: Q1. Do you agree that flexibility available to broadcasters to give discount on sum of a-la-carte channels forming part of bouquets has been misused to push their channels to consumers? Please suggest remedial measures. Ans. Prior to the NTO the sub base which existed have reduced about to 25% to 30% across India. Since, NTO came with the regulation where customer was provided option to choose their own choice of channel or bouquet which they were not in habituation. Thus, we recommend a fix capping of discount of 50% instead of 15%. The customer who are opting for individual alacarte channels are slowly migrating to bouquets where customer is getting almost all the channels of different genres of a broadcaster within their affordability. Q2. Do you feel that some broadcasters by indulging in heavy discounting of bouquets by taking advantage of non- implementation of 15% cap on discount, have created a non-level field vis-a-vis other broadcaster? Ans. Answer is same of No.