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**Date:** 5 September 2019 at 12:52:46 AM GMT+7  
**To:** [arvind@traf.gov.in](mailto:arvind@traf.gov.in)  
**Subject:** Consultation on Revision to the new tariff order.

Dear Sir, Being a LCO from Lucknow I would be highly obliged if you give some thoughts to these stakeholders also otherwise Lco's will be out of this business although they are founder of this business yet they are in a very bad shape. New tariff order has given a very big share of the revenue to broadcasters. 80% of the channel cost is too much for them because they are earning a huge amount of money through advertisement on the channels. What we request, this should be 50% for broadcasters, and 25% each to mso & Lco's. Then very humbly we request that because there is a question of survival for Lco's the 100% NCF should be given to them which some independent mso's are giving. Even then Lco can stay in the field or they won't be able to exist in this business any more.

Thanking you in anticipation.

Yours faithfully,

Vinay Singh

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Multi channel Vision

Lucknow

U.P.