

Subject: **Regarding Tarriff issues for cable services question no. 30**

To: arvind@traigov.in

Cc: vk.agarwal@traigov.in

Date: 09/06/19 10:56 PM

From: Rajesh Mirjummula <rajeshmeerju@gmail.com>

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Sir, I (M.Rajesh) lco from Hyderabad, Telangana. We lco's are lost 50 percent of our connections due to NTO, we are not able to compete with DTH rates and services as they are providing at very low prices compare to lco's. In NTO DTH operators were given 100 percent NCF and 20 percent price of broadcasters where as we are getting 60 percent NCF and 10 percent of broadcasters with this share of profits how we can manage our network's and provide services to customers at low prices. Sun direct DTH operator is provided all telugu channels FTA & pay channels for ₹ 212/- where as we are providing that pack for 280/-, to survive in this industry all lco's need 100 percent NCF. To reduce the prices of pay channels the cap of not more than 15 percent discount on bouquets has to impose. Make sure to improve the quality of setup boxes provided by Mso's and improve the mso's technology to survive lco's with competing to DTH operator's. My humble request you sir to save lco's.