

Subject: **On consultation paper**

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I am not sure how this mail will find your attention.
still thought of trying suggest you for question nos 27 and 30

question No 27 : in view of the fact that DPOs are offering more FTA channels without any additional NCF, should the limit of one hundred channels to be increased? of so how many channels should be permitted in the NCF cap of Rs 130/-?

I am a cable operator and I find that 100 free channels did not bother any subscribers at all, it can be less and what is bothering them is unable to choose many pay/quality channels or as per their liking. now they are balancing their budget and priority wise selecting channels, before the sports loving indian people use to watch and must have sports channels in their packages along with entertainment soap/serials but now they chose soap and serial above sports channels as they are expensive and unaffordable to have them all, they select one or two sports channels when game of cricket is shown live. My observations and request to you for healthy Indian society

1) Bring back the old package system as for healthy Indian society if we stopped watching all type of sports it will be difficult for kids who get aspiration from watching only positive programme (i.e sports) and might be losing young talent very early and miss out of talent like P.V Sindhu who currently won the World Champion Ship.

Allow the DPOs and MSOs to create packs such a way that there are more sports channels available at a low rate and inject healthy serum in our blood stream.

Allow broadcasters to have flexible rates for packages and ala carta so operators can sell packages, TRAI can make packages mandatory of at least 4 sports channels which will help us dream of winning more Olympic and international prizes. Also this means high ARPU and happy sharing.

Thanks and Regards

Saurav Deb