

**Telecom Regulatory Authority of India
A-2/14, Safdarjung Enclave
New Delhi-110029**

No.406-2/2004-FN

Dated: 6.1.2005

Shri A. Sud,
Chief Officer – Corporate Affairs,
M/s Tata Teleservices Ltd. (All Circles),
VSNL Bhavan, 1st Floor, Opp: Savitri Cinema,
Greater Kailash Part I,
New Delhi-110048.

Sub: Directive under Section 13 read with Section 11(1)(b) of the TRAI Act, 1997 – Advertisement of Fixed Wireless Service as ‘Walky’.

Whereas it has been brought to the notice of the Authority that M/s Tata Teleservices (Tata Indicom) have advertised their fixed wireless service as ‘Walky’ with the slogan ‘freedom of mobility at landline rates’. The advertisement which appeared in the media inter-alia states that ‘Tata Indicom Walky combines the best features of mobile phone and the landline’ (Annexure).

Whereas it is the view of the Authority that the said advertisement with the said slogan is misleading as consumers are led to believe that the mobile services are offered when actually fixed wireless services are offered.

Whereas the Interconnect Usage Charges and Access Deficit Charge regime provides different treatment for calls from mobile and fixed services including wireless fixed.

In view of the above, the Authority, in exercise of its powers under Section 13 read with Section 11(1)(b) of the Telecom Regulatory Authority of India Act 1997, directs M/s Tata Teleservices to immediately stop advertising in any media their fixed wireless services as ‘Walky’ and withdraw from the market all promotional materials including banners, brochures information sheets, etc. referring the fixed wireless service as having mobility. Such corrections shall also be made in the relevant content of the website of M/s Tata Teleservices.

M/s Tata Teleservices is further directed to file a compliance report in this regard with the Authority latest by 13th January 2005

Enclosure: As above.

(R.K. Bhatnagar)
Advisor (FN)