

**Information note to the Press (Press Release No. 67/2012)**

**TELECOM REGULATORY AUTHORITY OF INDIA**

**TRAI issues a Direction on  
Preventing Misleading Tariff Advertisements**

**New Delhi, 26<sup>th</sup> March, 2012:** In order to further improve transparency in telecom tariff offers for facilitating the telecom subscribers to choose the tariff plans that best meet their needs, the Telecom Regulatory Authority of India (TRAI), has today issued a Direction to all Telecom access service providers on 'Preventing Misleading Tariff Advertisements'. This Direction has been finalised after extensive consultations with the stakeholders including holding 'Open House Discussions' at various places across the country.

2. A tariff advertisement is considered to be misleading, which in any way, is likely to induce the consumer to subscribe to a tariff plan, which he would not have subscribed; contains an untrue statement; omits a material fact having bearing on the subscriber's decision; and fails to disclose attached limitations and restrictions.

3. Through this Direction, the telecom access service providers have, inter alia, been directed that advertisements published by them - are transparent and non-misleading and unambiguous; disclose all material information in unambiguous manner; contain the website address and customer care number of the telecom access service provider; and the advertisements issued in vernacular languages contain all the mandatory disclosures in the same vernacular language.

4. Further, the service providers have been mandated to maintain an advertisement register which must include a specimen of every tariff related advertisements, and carry out internal audit to ensure that they are complying

with all aspects of this Direction and to report compliance to the Authority on half yearly basis.

This direction has already been placed on TRAI website - <http://www.trai.gov.in>

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Sd/-  
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