

301-26//2004-TRAI (Econ.)

Dated: 24th May 2004

All Telecom Service Providers/COAI/ABTO/ISPAI

Subject: Issue of Directives under Section 13 read with Section 11(1)(b) of the Telecom Regulatory Authority of India Act, 1997 as amended by TRAI (Amendment) Act, 2000 in regard to publication of tariffs for consumer information.

Sir,

This is in continuation of TRAI's Guidelines issued vide letter of same number dated 1/8/2003 and subsequent directive dated 28/9/2003 on the above mentioned subject.

Whereas, the above mentioned communications mandated that the service providers shall publish in the newspapers/media tariff information in the **FORMAT** prescribed by the Authority.

AND WHEREAS, the Authority has reviewed the prescribed **FORMAT** in order to make the same simple for the subscribers to understand and more convenient for the operators to publish. The revised **FORMAT** is attached herewith as Annex I.

AND THEREFORE, in exercise of powers vested in it under Section 13 read with Section 11(1)(b)(i) & (v) of the Telecom Regulatory Authority of India Act, 1997 as amended by TRAI (Amendment) Act, 2000 and as per sub clause (i) of clause 9 under Section IV of Telecommunication Tariff Order, 1999, the Authority hereby directs all the telecom service providers to comply with the following in letter and spirit:

1) Strictly adhere to the publication/advertisement of tariffs in the **REVISED FORMAT (as per Annex I)** prescribed by the Authority;

2) For advertisement of tariff plans on hoardings, instead of using the revised **FORMAT**, it should be stated that `further details of tariff may be obtained from (the service provider`s) website at www-----; and

3) The website of the service providers must cover the entire details of tariff plans in the **FORMAT** prescribed for this purpose. Such details shall also include the methodology/assumptions used in deriving financial implication for different slabs of minutes of usage. This information shall be provided in the format as at Annex II.

4) The service providers shall ensure that all information on tariff changes are available in the website before they are launched in the market.

This directive comes into effect immediately.

Yours faithfully,

(M. Kannan)

Advisor (Economic)

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Format for Advertisement of Tariffs

1. Initial one time payments including Security Deposit.
2. Monthly mandatory charges in the case of Postpaid package.
3. Talk Time available (in Rupees) in the case of Prepaid Package.
4. Local/STD Charges per minute

Distance (Kms)	To Cell	To WLL	To Fixed
Local			
< 200			
200 – 500			
> 500			

Note: Wherever pulse rate is different from 60 Seconds, the same shall be indicated.

5. Approximate Financial Implications (Rs. per month)* (Post –paid)

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100 Minutes

200 Minutes

300 Minutes

400 Minutes

* Details of calculations are available at www._____.

Annex –II

(To be displayed on the Service Provider’s website)

Methodology/Assumptions used in deriving financial implications

(a) Post paid

1. Monthly fixed charges:

- (i) Monthly rental and Monthly plan fee, if any
- (ii) Monthly minimum commitment charge, if any
- (iii) CLIP Charges
- (iv) Interest @ 8% p.a. on Security deposit, Advanced Monthly rental and any other one time plan charges.

2. Monthly Variable charges:

- i) Number of chargeable minutes excluding free minutes multiplied by applicable call charges.

(Traffic distribution assumed for this purpose shall also be indicated.)

- ii) Service Tax @8%

3. Estimated Monthly bill: (based on 1 & 2 above)-

Monthly minutes of use	Estimated monthly bill
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	(Rs)
100	
200	
300	
400	
500	
1000	

b) For Pre-paid

- Minutes of use available on each recharge coupon.