

Date: Jan 21, 2016 9:41:17 PM

Subject: Comment on Draft Direction on Delivering Broadband Services in a Transparent Manner

To: kapilhanda@traai.gov.in

Sir,

IMPORTANT NOTE: Please **do not** publish my email address on the TRAI website.

Please find below comments on the Draft Direction on delivering broadband services in a transparent manner.

Stakeholder type: Individual

The following may enhance transparency in information provided to consumers by broadband companies:

- i) Internet Service Providers must avoid using the word "Unlimited" or "Limitless" or variations thereof to refer to broadband plans wherein there is a data-limit based Fair Usage Policy. This is because the word "Unlimited" in this context is misleading and may lead to certain customers believing that the advertised speed will be available to them without a data limit.
- ii) Bar Internet Service Providers, especially mobile broadband providers, from using "Upto X Mbps" in their marketing material. This is because the highest speed advertised ("Upto") is usually not attainable unless internet traffic on the ISP is abnormally low, which may occur only at night time. This is also misleading to the customer, as they might believe that they will be able to access the internet at the advertised "Upto" speed more often than they actually end up availing this speed.

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