

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

No.406-2/2004-FN

Dated: 6.1.2005

Shri A. Shanker,
M/s Reliance Infocomm Ltd. (All Circles)
15th Floor, Vijaya Building,
17, Barakhamba Road,
New Delhi-110001.

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

Whereas it has been brought to the notice of the Authority that M/s Reliance Infocomm Ltd. is claiming to give ‘Unlimited Cordless’ in their Fixed Wireless telephony services (Annexure).

Whereas it is the view of the Authority that referring the Fixed Wireless phone service as ‘Unlimited Cordless’ conveys the impression to potential customers that the service provided is similar to mobile service 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 Reliance Infocomm Ltd. to immediately stop referring to fixed wireless services as ‘Unlimited Cordless’ and withdraw from the market all promotional materials including banners, brochures information sheets, etc. Such corrections shall also be made in the relevant content of the website if any of M/s Reliance Infocomm Ltd.

M/s Reliance Infocomm Ltd. is further directed to file a compliance report in this regard with the Authority latest by 13th January, 2005.

(R.K. Bhatnagar)
Advisor (FN)

Enclosure: As above