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TELECOM REGULATORY AUTHORITY OF INDIA  
B&CS Division

Press Release No.100/2006

October 25, 2006

**Subject** : Reporting of Maximum Retail Price of their pay channels by broadcasters as per TRAI's Tariff Order of 31/8/2006.

TRAI had issued a Press Release on 13<sup>th</sup> October, 2006 placing on its website the details of Maximum Retail Prices of pay channels for CAS notified areas reported by 11 broadcasters/their authorized distributors by that time. Subsequent to the issue of this press release, one more broadcaster namely Sahara India TV Network (A unit of Sahara India Commercial Corporation Limited) has reported a Maximum Retail Price of Rs 5/-in respect of their pay channels Sahara One and Filmy for CAS notified areas. An updated consolidated list containing details of Maximum Retail Prices including the latest one has been placed on TRAI's website [www.traai.gov.in](http://www.traai.gov.in) today.