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**Subject:** Fwd: Comments on Consultative paper on draft standards of QoS and Consumer Protection (Retail home segment consumer)

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**From:** M Kasim (mkasim@traf.gov.in)

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**To:** kailashchand1973@yahoo.co.in;

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**Date:** Wednesday, 16 November 2016 3:03 PM

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----- Original Message -----

From: **Prasad S** <svrprasad85@gmail.com>

Date: Oct 12, 2016 4:59:56 PM

Subject: Comments on Consultative paper on draft standards of QoS and Consumer Protection (Retail home segment consumer)

To: mkasim@traf.gov.in, ks.rejimon@nic.in

Dear Sir

Please find my following comments on the consultative paper put up on your website draft standards of QoS and Consumer protection (DAS) regulations 2016. I have made the comments in my capacity as a retail home segment consumer of DTH and cable TV services.

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**TOTAL FOUR POINTS : where a change / inclusion is suggested as mentioned under para wise with justification and /or elucidation**

**POINT NO. 1:**

**Para 4 :** The proposed installation charges of Rs. 350 & Activation charges of Rs. 100 are quite high in case Consumers have to purchase the STB also. An upper limit of Rs. 200 for both installation & activation together, would be a reasonable & fair amount on a pan India basis, as the service providers are free to load their costs on charges towards CPE including STB. Even in case of rental option the proposed installation & activation charges are quite high, as there are other streams of revenue like monthly rental charges & the subscription charges.

**POINT NO. 2:**

**Para 11:** Charges for relocation should be unified for both dismantling & reinstallation, and imposing one time activation fee (& mentioned explicitly in para 4) again during relocation is not logical for an existing active subscriber, as such one time fee would already be paid up at the time of initial purchase . The proposed provision stipulating TWICE the amount of installation charges Plus activation fee would come to Rs. 350 + Rs. 100 =Rs. 450 x 2 = Rs. 900 which is EXHORBITANT BY ANY MEANS. This affects a common man living in a rented tenement or employed on a transferable job adversely, in view of their susceptibility to regular change of residence.

A max. amount of Rs. 300 should be the upper limit towards relocation charges for both dismantling & reinstallation under a single unified request for both. An intra house shifting within a radius of 100 meters involving both dismantling and reinstallation of CPE during a single technician visit should be charged a re-installation charge of maximum Rs. 200.

**POINT NO.3:**

**Para 14:** Para 14(1)(e) should reflect “ a web based complaint management system including an interactive one to one chat window facility for existing customers for management of their subscriber account and for resolution of technical & non technical issues”.

Such a one to one electronic interactive chat facility under customer login or credential based access was of very good use in case of difficulty in reaching call centre executive for any reason, to resolve technical & non technical issues and manage their subscription account. It was specifically found to be very effective at virtually no extra costs with TataSky DTH where the customer care was on premium charge 1860 series national numbers and no local calling facility was provided. The calls routed through a maze of IVR menus & sub menus, costing a lot of money in premium phone calls, before one actually gets to talk to an agent.

**POINT NO. 4:**

**Para 27:** Every service provider of Digital TV services shall invariably provide the subscribers an internet website based access to their subscription details using their subscriber ID as login ID and a mechanism to set password on their own based on mobile OTP and/or email verification based system should be provided, without any kind of manual intervention or dependence on the service provider. Such login access shall provide customers a facility to change their Base packages, add on packages, premium channels, add or delete any one or more channels specifically on al-a-carte basis subject to the mandatory period of minimum subscription and minimum monthly subscription fee requirements.

Subscribers who opt for premium channels or any specific set of channels on al-a-carte basis shall also have a provision to subscribe to add on packs exclusively, without mandatory subscription to any of the base packs, subject to the minimum monthly subscription fee requirements. Most of the DTH operators are currently offering either bouquet packs on a-la-carte basis or each channel to be purchased on a-la-carte basis, even when subscribers fulfill minimum monthly charges condition in their personalized pack selections. Currently no operator is providing the option of including both bouquet packs and also a-la-carte channels to the subscribers in their personalized pack selections even when the condition of minimum monthly charges is fulfilled for the simple reason that a-la-carte channels are priced artificially very high to discourage subscribers opting for them. Such a provision of choosing any channel or even a bouquet pack on a-la-carte basis would bring a natural equilibrium in pricing and selection by the subscribers.

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Yours faithfully

SV Prasad

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