

I want to thank TRAI for asking comments on the important topic. As a normal consumer my views are as follows.

Lack of transparency of communication tariff or service may mean that the Authority or end-users do not able to access or find information about tariff or services to make informed decisions and compare services. This may be because one or more causes given below:

- lack of information, unclear or hard to find information, misleading information i.e. the information does not exist or is deceptive;

- The complexity of tariff plans i.e. the information provided to Authority or consumers is complex, not easy to interpret and/or set out in a number of different places, which makes it difficult to interpret and/or compare.

- The increasing number and diversity of offers;

- The bundling of services and the deficient presentation of information by service providers;

- Not providing the information timely i.e. at the time of making decision.

- Information is not trustworthy or accurate.

- Change in tariff plan or service provider without knowledge or consent of customer;

Consumers are subject to unauthorized or deceptive charges. Contradicting service terms and conditions

Not informing benchmarking standards of quality of service to be offered under selected tariff plan. The fact cannot be ignored that even when presented with full information, consumers may not always be in a position to understand and/or use that information to their advantage.

Therefore, this raises questions about whether, and if so, what different policy or regulatory intervention may be necessary to help consumers adopt decisions in their best interests. To postpaid customers choose their plans after considerable introspection and consequently they are aware about the costs associated with their tariff plans .

For prepaid customers the present stipulation of six months may also be modified to 24-30 months saving them from the agony if pondering over all plans quite very often. This will also prevent the market players to go for predatory pricing in the beginning and unfair pricing at later stage

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