



STANDARDS OF QUALITY OF SERVICE AND CONSUMER INTEREST

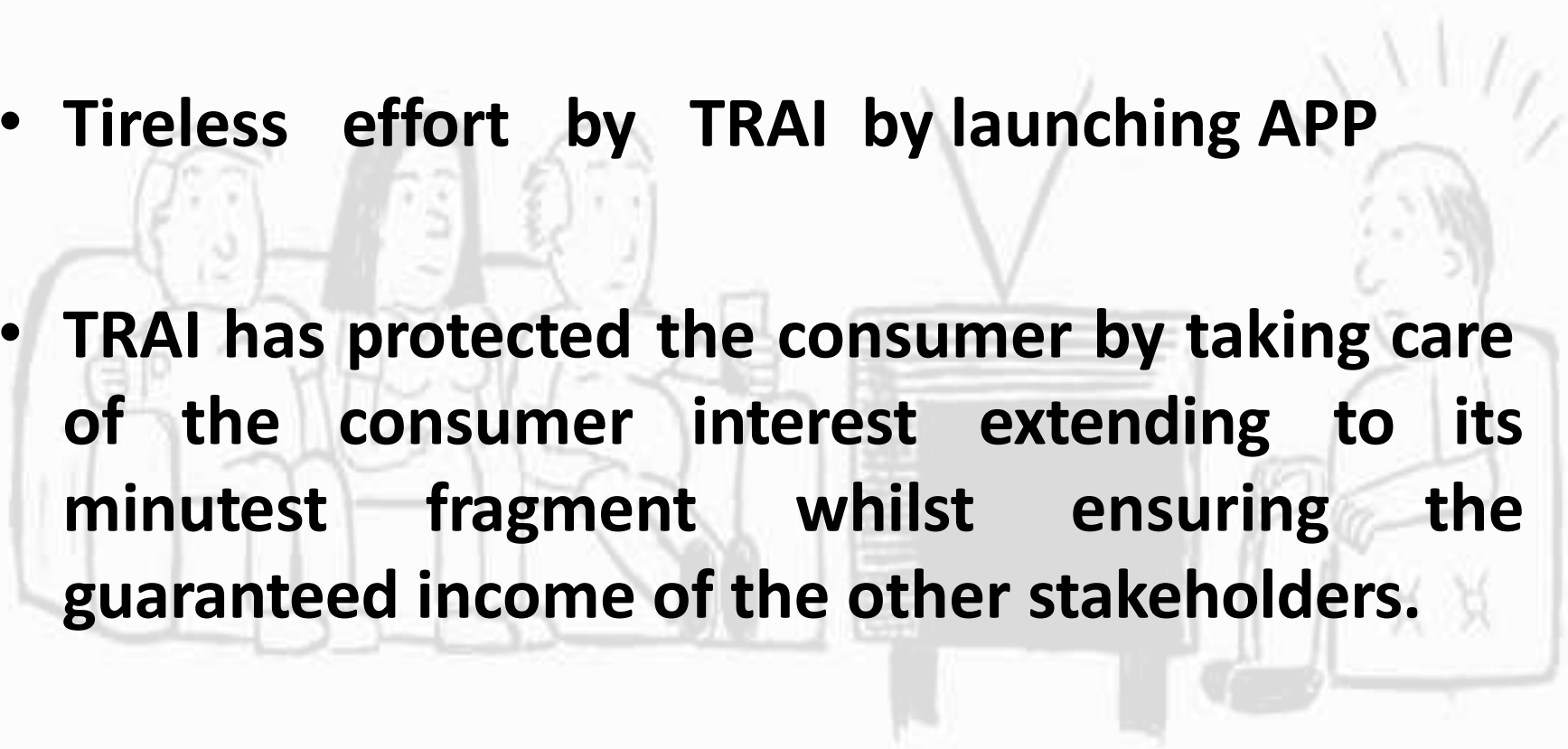
**MS. PAYAL KAKRA,
ADVOCATE**

NEW REGULATIONS

- **HAVE ENSURED PROVISION OF EFFECTIVE QUALITY OF SERVICE BY ENSURING:**
 - **NON DISCRIMINATORY AND TRANSPARENT WORKING OF THE INDUSTRY BY MINIMIZING THE AREAS OF DISPUTE.**
 - **BY CREATING CONSUMER AWARENESS THROUGH DIFFERENT CHANNELS AND PROVIDING CHOICE IN REAL SENSE TO THE CONSUMERS.**

KEY OBJECTIVE – CONSUMER INTEREST PARAMOUNT

- **Consumers are Free to select TV channels of their choice**
- **Tireless effort by TRAI by launching APP**
- **TRAI has protected the consumer by taking care of the consumer interest extending to its minutest fragment whilst ensuring the guaranteed income of the other stakeholders.**



KEY OBJECTIVE – CONSUMER INTEREST PARAMOUNT

- **Consumer can add any channel any time and delete any channel from the list of selected channel on monthly basis or at the end of subscription period.**
- **Ease of choice of selection – TRAI has from time to time not only uploaded the details of choice available but also educated the consumer on how to make its choice as well as rationalize it.**

KEY OBJECTIVE – CONSUMER INTEREST PARAMOUNT

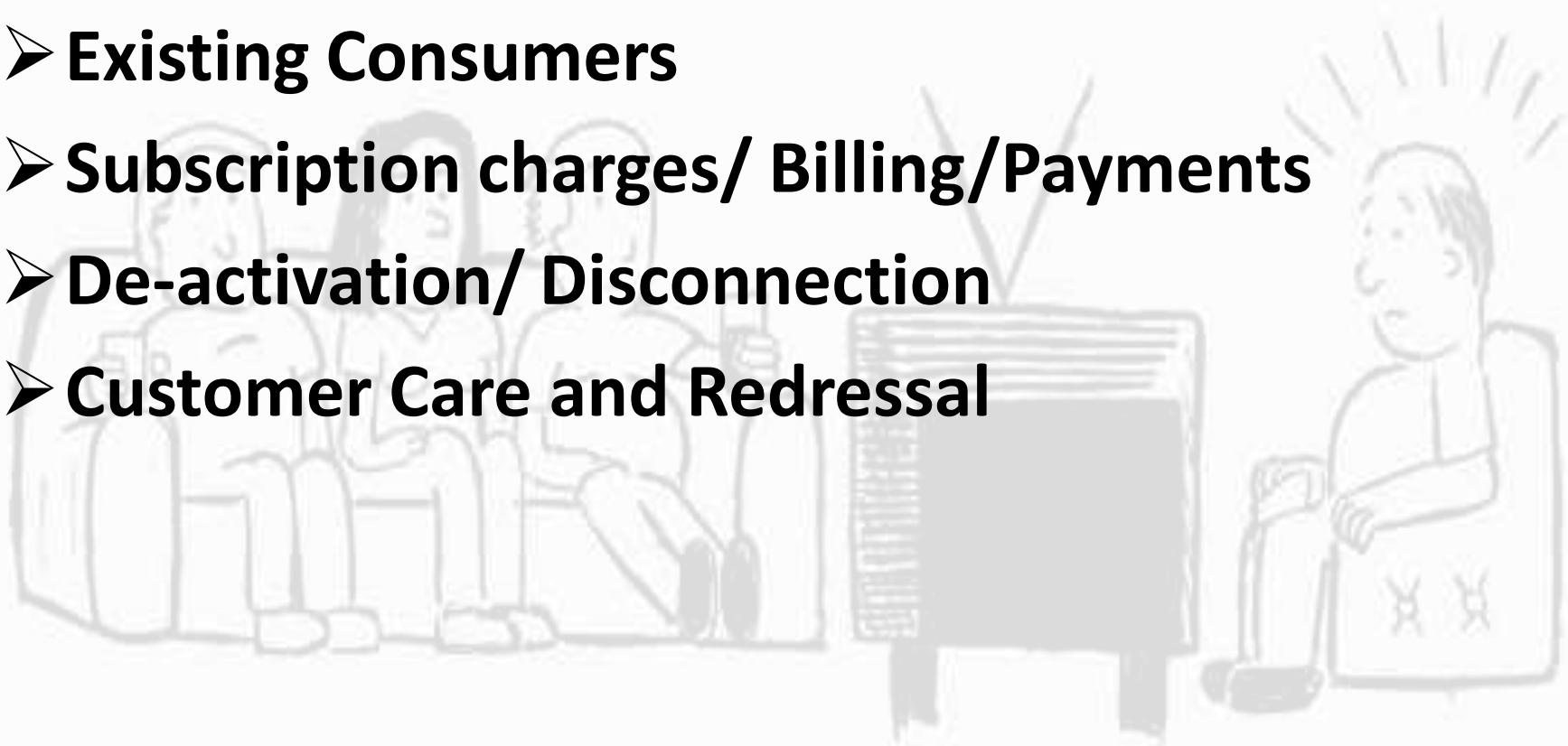
- **Self monitoring mechanism available to the consumers while exercising their choice ensuring transparency by referring to the TRAI website also.**
- **The distributor can devise their own plans/tariff within these caps and the regulations do not prohibit offering of discounts or lower network capacity fee for second/ additional connections.**

KEY OBJECTIVE – CONSUMER INTEREST PARAMOUNT

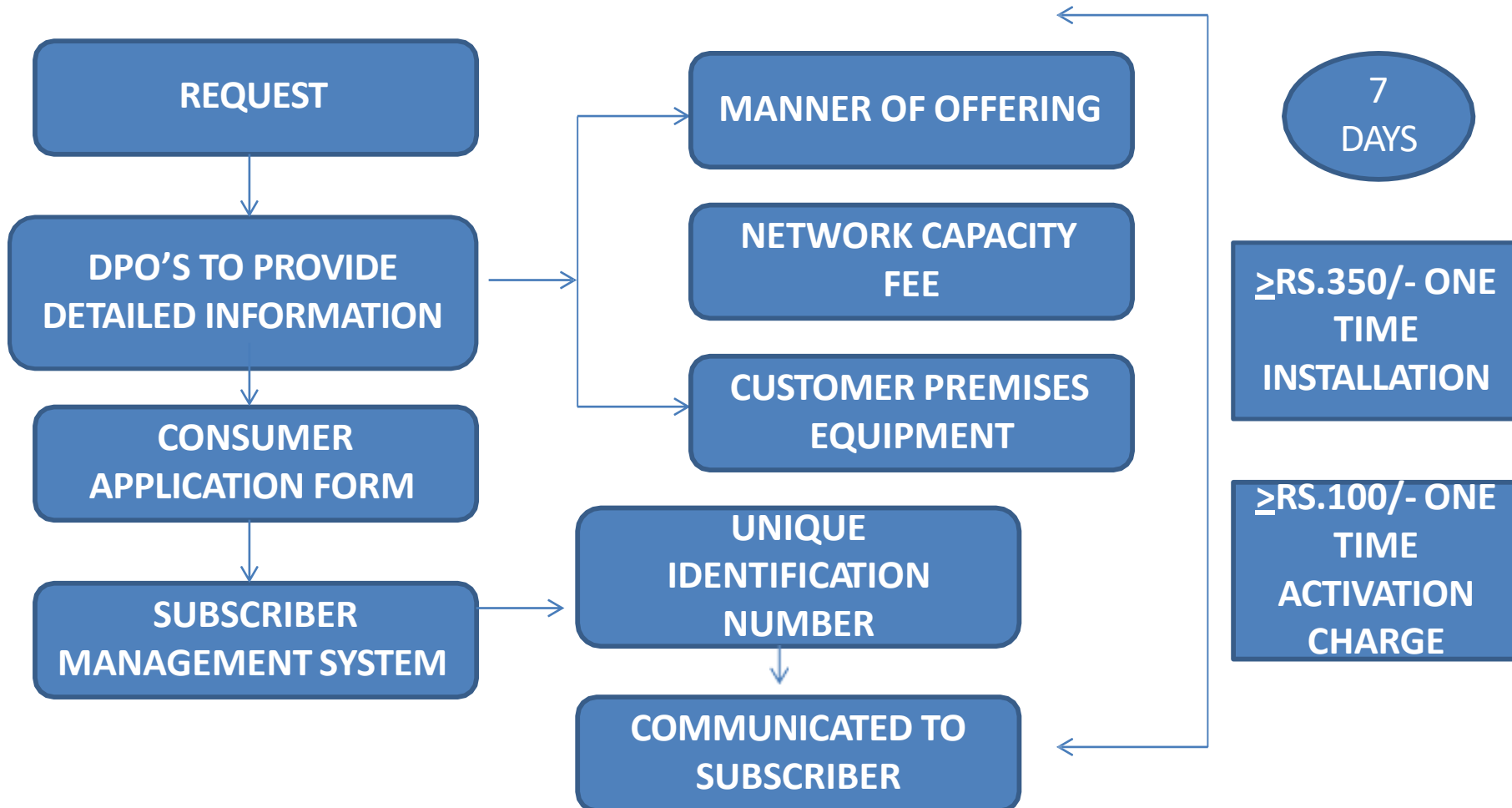
- **Price protection to subscribers. No Distributor can charge for a Pay Channel above the MRP declared by Broadcaster. And Free To Air Channels actually available Free of Cost.**
- **Establishment of website by DPO's has been made mandatory.**
- **Transparency coupled with privacy protection of the data of consumers**

EMPHASIS OF THE NEW REGULATIONS

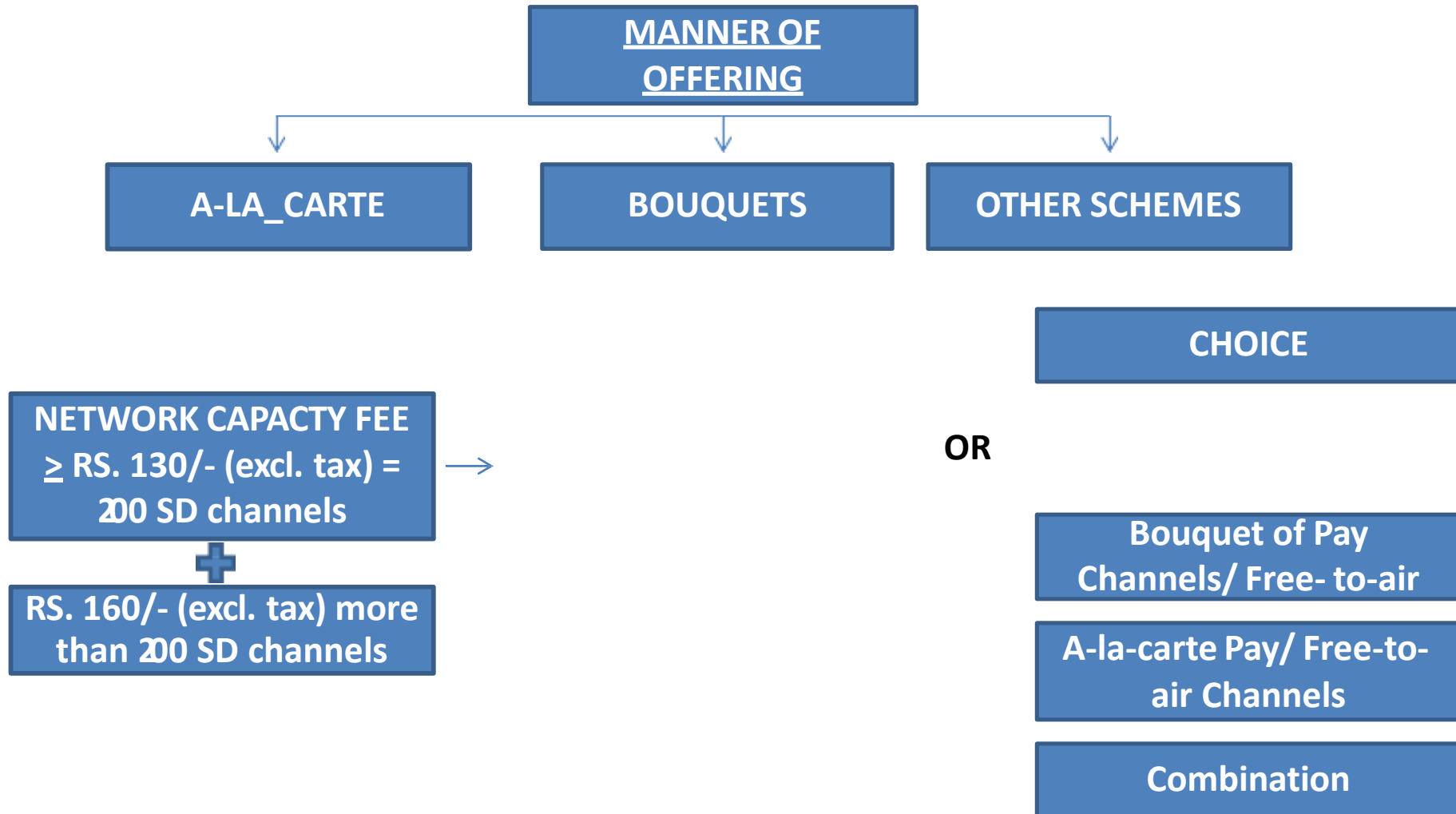
- **Procedures for new connection**
- **Existing Consumers**
- **Subscription charges/ Billing/Payments**
- **De-activation/ Disconnection**
- **Customer Care and Redressal**



NEW CONNECTIONS

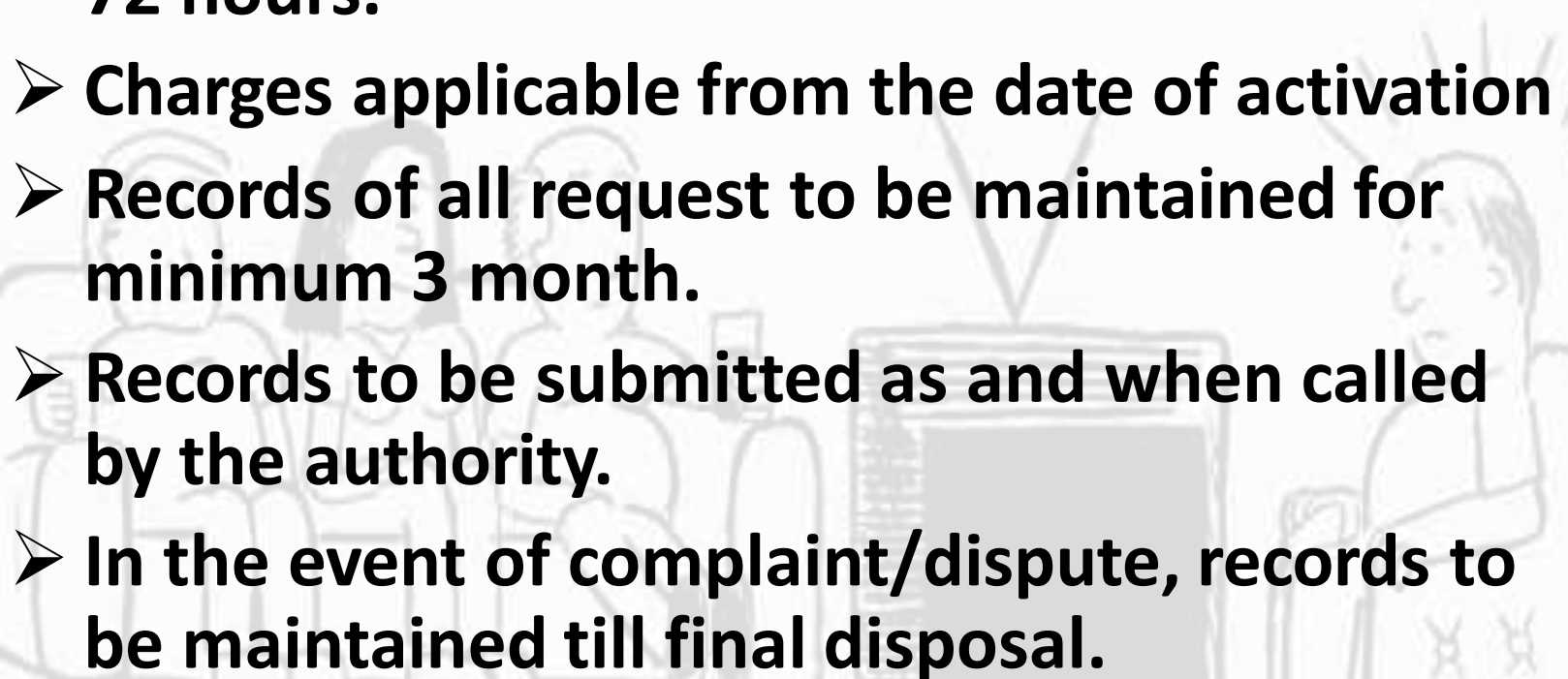


MANNER OF OFFERING





CHANGE IN SUBSCRIPTION OF CHANNELS/BOUQUET

- **Activate requested channel/ bouquet within 72 hours.**
 - **Charges applicable from the date of activation**
 - **Records of all request to be maintained for minimum 3 month.**
 - **Records to be submitted as and when called by the authority.**
 - **In the event of complaint/dispute, records to be maintained till final disposal.**
- 
- A faint, stylized illustration in the background shows a family of four (two adults and two children) sitting on a sofa, watching a television. The television is a large, dark-colored set with a small screen. The illustration is light gray and serves as a decorative background for the text.

DISRUPTION OF SERVICES



REDUCTION


SUBSCRIPTION CHARGE EQUIVALENT AMOUNT
FOR THE ENTIRE PERIOD OF SUCH
DISRUPTION

CALCULATED
FROM THE
TIME THE
COMPLAINT IS
REGISTERED

NATURAL CALAMITIES



INTERRUPTION OF SERVICES DUE TO PREVENTIVE MAINTENANCE

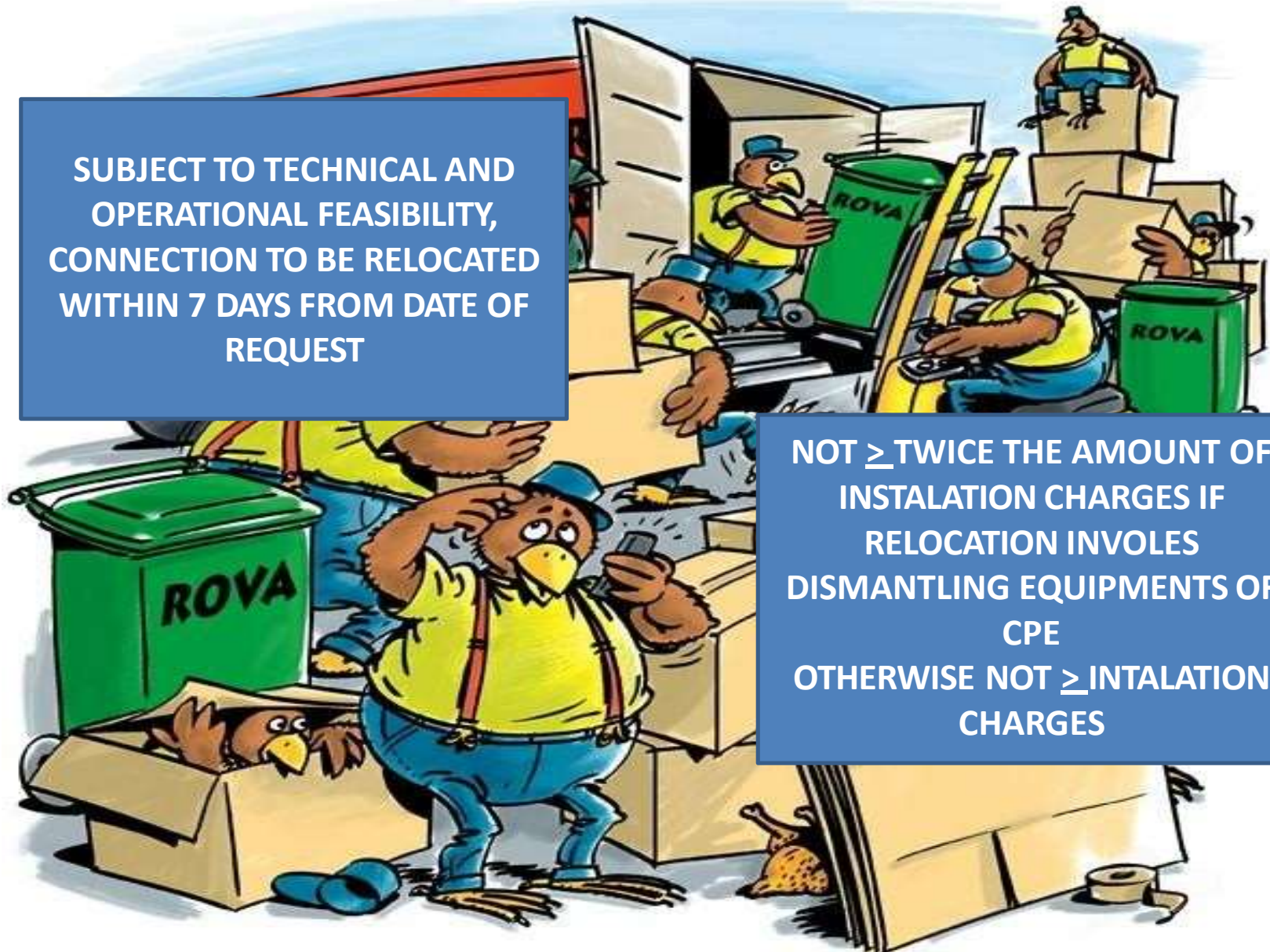
An orange scroll with a red border and red circular accents at the top and bottom left corners, containing text.

**PRIOR NOTICE OF AT LEAST
THREE DAYS TO THE
SUBSCRIBERS**

RELOCATION OF CONNECTION

SUBJECT TO TECHNICAL AND
OPERATIONAL FEASIBILITY,
CONNECTION TO BE RELOCATED
WITHIN 7 DAYS FROM DATE OF
REQUEST

NOT \geq TWICE THE AMOUNT OF
INSTALLATION CHARGES IF
RELOCATION INVOLVES
DISMANTLING EQUIPMENTS OF
CPE
OTHERWISE NOT \geq INSTALLATION
CHARGES



BILLING/PAYMENTS

PRE-PAID

POST-PAID

GENERATED THROUGH
SUBSCRIBER MANAGEMENT
SYSTEM

WITHIN 7 DAYS FROM THE
END OF BILLING CYCLE

BILLS EITHER IN ITS OWN
NAME OR LCO'S NAME

DETAILS OF INFORMATION IN INVOICE

- Network capacity fee
- Rental charges of CPE, if any.
- Charges for pay and bouquet of pay channels subscribed during the billing cycle.
- Any other charges in compliance with the provisions
- Taxes in conformity with applicable law

NEXT BILLING CYCLE
NO CHARGES



- Within 15 days from the end of billing cycle.
- Printed or electronic form
- 21 days to make payment.
- In the event of Default in payment, late payment charges not exceeding 2% interest

BILLING/PAYMENTS

RECEIPT OF POST PAID BILL



**ISSUE RECEIPT FOR EVERY
PAYMENT**

**RECEIPT TO INCLUDE DATE, SERIAL
NUMBER AND AMOUNT PAID**

**DETAILS TO BE ENTERED INTO
SUBSCRIBER MANAGEMENT
SYSTEM WITHIN 7 DAYS OF
PAYMENT**

**MAINTAIN RECORD OF BILLING
AND PAYMENT ON THE WEBSITE
FOR 6 MONTH WITH LOG-IN ACCES
TO THE SUBSCRIBERS**

CONTRAVENTION



**FAILURE TO PROVIDE BILL WITHIN
15 DAYS FROM THE END OF
BILLING CYCLE**

**FAILURE TO PROVIDE RECEIPT
AND RECORD THE DETAILS OF THE
SAME IN THE SUBSCRIBER
MANAGEMENT SYSTEM**

**LIABLE TO PAY AN AMOUNT BY
WAY OF FINANCIAL
DISINCENTIVE NOT EXCEEDING
RS. 20 PER SUBSCRIBER**

BILLING/PAYMENTS

PRE-PAID BILING/PAYMENT



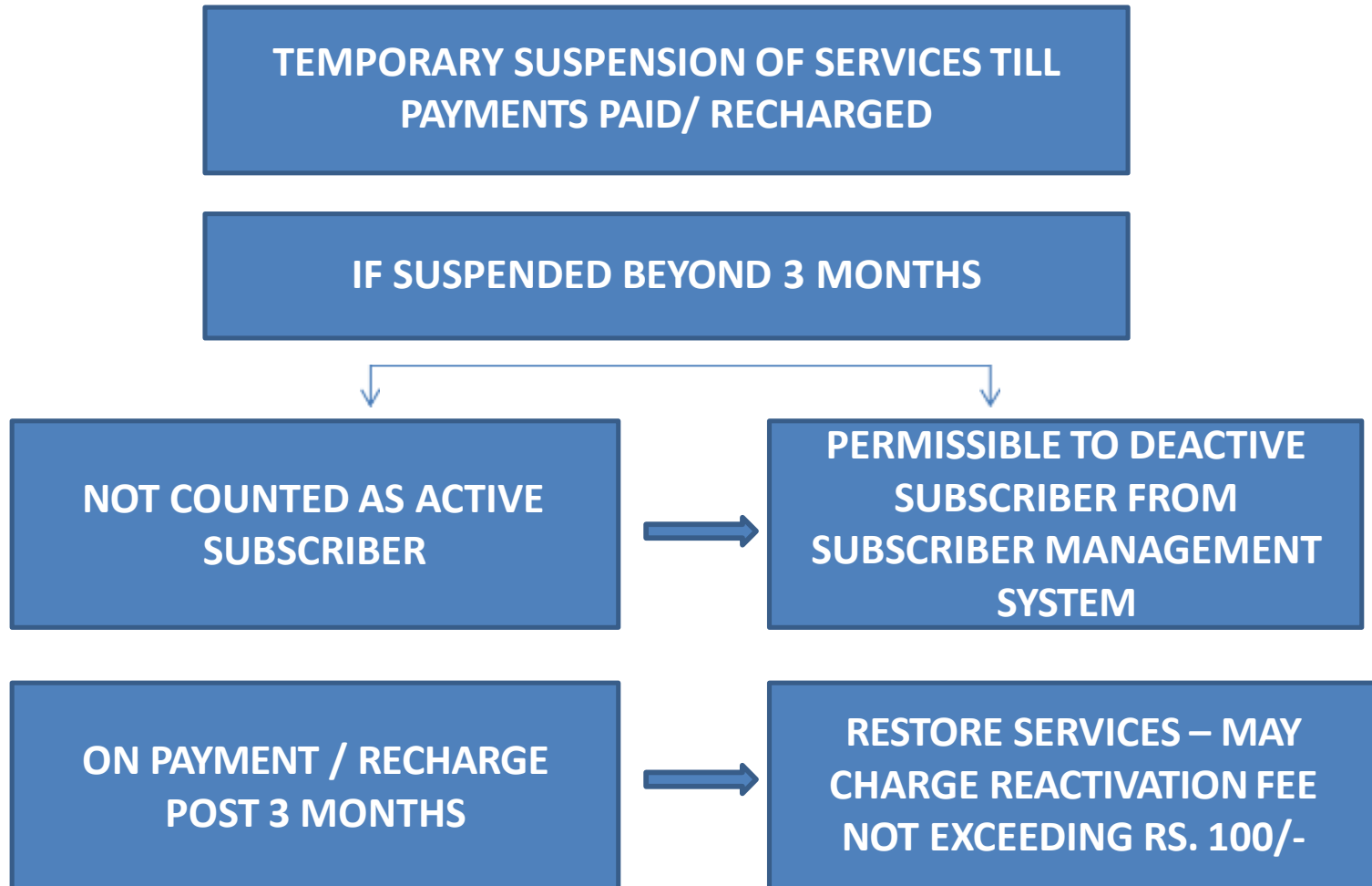
**ACKNOWLEDGE PAYMENTS
RECEIVED**

**UPDATE THE SUBSCRIBER
MANAGEMENT SYSTEM**

**BILLING CYCLE – 30 DAYS FROM
DATE OF ACTIVATION**

**MAINTAIN RECORDS FOR
MINIMUM 6 MONTHS AND
PROVIDE LOGIN AND ACESSS TO
SUBSCRIBERS TO THEIR
ACCOUNTS**

DEFAULT OF BILL PAYMENT



DE-ACTIVATION OF CHANNEL

DE-ACTIVATION
REQUEST BY
SUBSCRIBER OF A
CHANNEL OR BOUQUET

WITHIN 72
HOURS

Lock-in period to be
declared on the website
and informed to the
subscriber at the time of
subscription

REFUSAL

PERMITTED REASON –
Subscribed channel/
Bouquet is within lock-in
period

Communicated through
SMS/Appropriate means

DISCONTINUATION/ CHANGE/ MODIFICATION/INTRODUCTION

DISCONTINUATION OF
CHANNEL

INTRODUCTION/
DISCONTINUATION/
MODIFICATION OF
BOUQUET

CHANGE IN NATURE OF
CHANNEL

NOT PERMITTED TILL THE EXPIRY OF LOCK-IN
PERIOD OR THE SCHEME PERIOD ADVANCE
PAYMENT HAS BEEN MADE

NOT APPLICABLE FOR CHANGE OF 'PAY
CHANNEL' TO 'FREE-TO-AIR CHANNEL'

MANDATORY
15 DAYS PRIOR
NOTICE THROUGH
SCROLL AND
DISPAYED ON
CUSTOMER CARE
PROGRAMMING
SERVICE



Channel/Bouquet - Discontinued/modified/ introduced....Now what????

- Subscriber not to pay for discontinued channel/ bouquet of pay channel from the date of unavailability.
- Reduction of subscription charges.
- Distributor not permitted to sue motto substitute/replace channel or bouquet with alternative / new channel or bouquet without receiving request from the subscriber.
- Activation on such request needs to be addressed within 72 hours.

Discontinuation of Broadcasting Service

- Upon Request, Distributor ought to..
 - Disconnect from the date indicated.
 - Refund the deposit (*subject to fulfilment of terms and conditions of service*).

MANDATORY 15 DAYS PRIOR NOTICE TO THE REQUESTED DATE OF
DISCONNECTION

CUSTOMER CARE

DISTRIBUTOR TO ESTABLISH A CUSTOMER CARE CENTRE

TOLL FREE – CUSTOMER CARE NUMBER, SUFFICIENT AND EFFICIENT NUMBER OF HUMAN RESOURCE

ACCESSIBLE AT LEAST BETWEEN 08:00HRS AND 22:00 HRS ON ALL DAYS OF THE WEEK

HAS AN INTERACTIVE VOICE RESPONSE SYSTEM WITH PROVISION OF COMPLAINT REGISTRATION

SERVICES IN REGIONAL LANGUAGE IN ADDITION TO HINDI AND ENGLISH



WEB BASED MANAGEMENT SYSTEM

PUBLISH THE TOLL FREE NUMBER AND WEB BASED COMPLAINT MANAGEMENT SYSTEM TO SUBSCRIBERS

COMPLAINT REDRESSAL

UPON RECEIPT OF COMPLAINT,
REGISTER SUCH COMPLAINT
AND ALOT A UNIQUE NUMBER
(DOCKET NUMBER)

COMUNICATE TO THE
SUBSCRIBER THE DOCKET
NUMBER, DATE , TIME OF
REGISTRATION AND TIME
PERIOD OF RESOLUTION

TIME LIMIT FOR REDRESSAL

| (a) | ALL COMPLAINTS | WITHIN 8 HRS |
|-----|---|-----------------------------------|
| (b) | 90% NO SIGNAL COMPLAINTS | WITHIN 24 HRS |
| (c) | BILLING RELATED | WITHIN 7 DAYS & REFUND 30 DAYS |
| (d) | COMPLAINTS NOT COVERED UNDER (a) & (b) | 48 HRS |
| (e) | NO COMPLAINTS EXCEPT BILLING | NOT BEYOND 72 HRS |

COMPLAINT REDRESSAL

NODAL OFFICER

DUTY OF NODAL OFFICER

ONE OR MORE IN EACH STATE

REGISTER EVERY COMPLAINT

**WITHIN 30 DAYS FROM
COMMENCEMENT OF
REGULATIONS/ OPERATIONS**

**ISSUE ACKNOWLEDGEMENT
WITHIN 2 DAYS INDICATING
UNIQUE COMPLAINT NUMBER**

**NOTIFY THE AUTHORITY ALONG
WITH DETAILS WITHIN 10 DAYS**

**REDRESS WITHIN 10 DAYS
FROM DATE OF RECEIPT AND
INTIMATE THE DECISION**

WIDE PUBLICITY

**MAINTAIN RECORDS OF ALL COMPLAINTS FILED FOR A PERIOD OF 3
MONTHS**

COMPLAINTS REFERRED BY THE AUTHORITY TO THE DISTRIBUTOR



**VIOLATION OF THE
ACT/REGULATION/DIRECTION/ORDERS**

COMPLAINTS GENERIC IN NATURE

**PRACTICES ADVERSELY AFFECTS THE
INTEREST OF CONSUMERS**

**REDRESS WITHIN 30 DAYS /IMMEDIATELY FROM THE DATE OF
REFERENCE OF THE COMPLAINT AND INFORM THE RESULT TO THE
AUTHORITY WITHIN ONE WEEK FROM REDRESSAL**

**COMPLAINT IF NEEDS TO BE RESOLVED EXPEDITIOUSLY AS PER THE
AUTHORITY, REDRESSAL TO BE INFORMED WITHIN 15 DAYS TO THE
AUTHORITY**

