



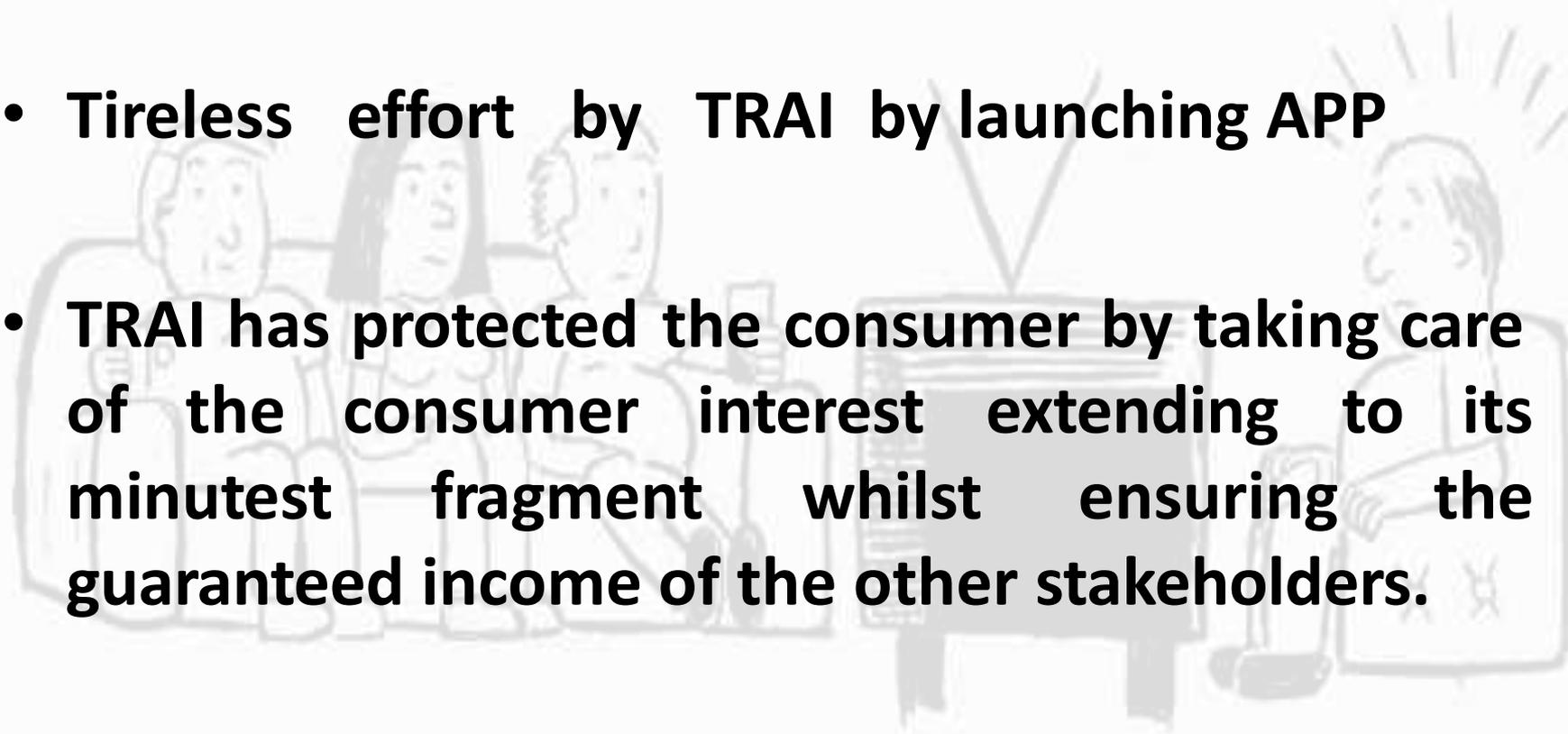
# **STANDARDS OF QUALITY OF SERVICE AND CONSUMER INTEREST**

**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.**

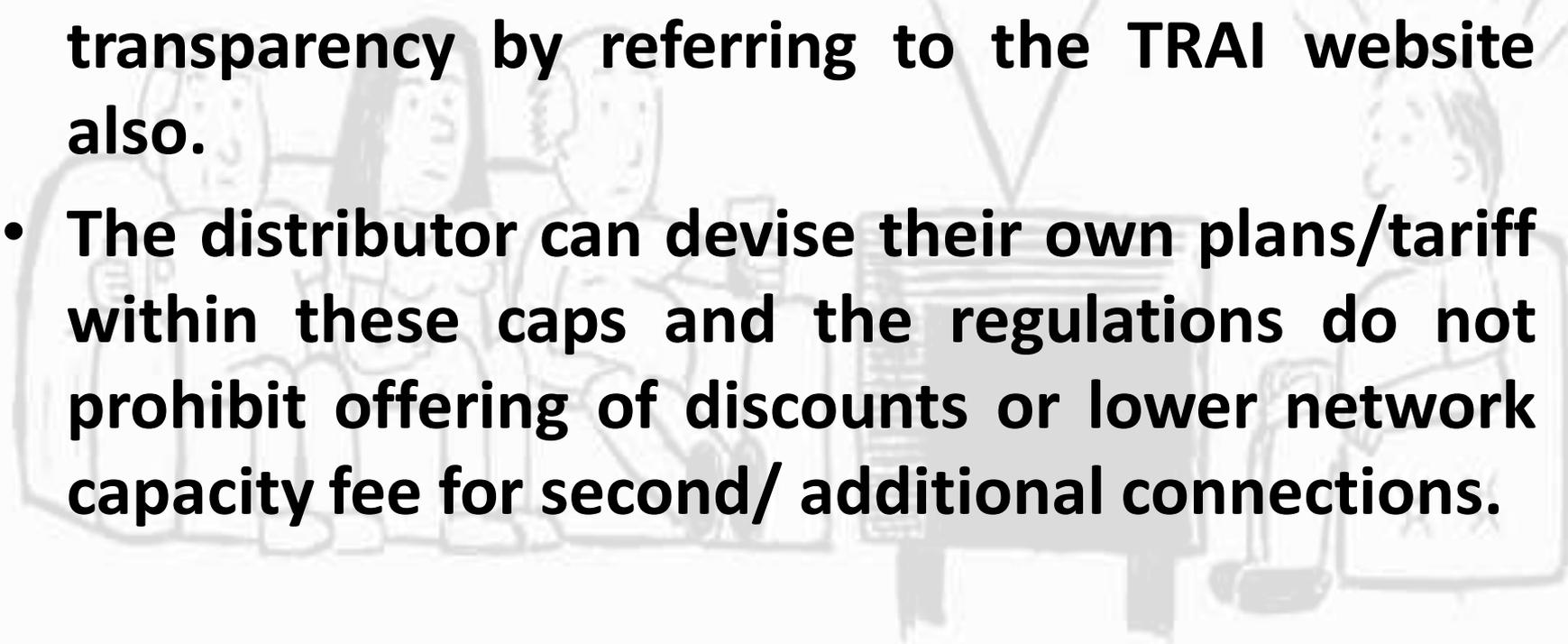
# **KEY OBJECTIVE – CONSUMER INTEREST PARAMOUNT**

- **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.**
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# **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**

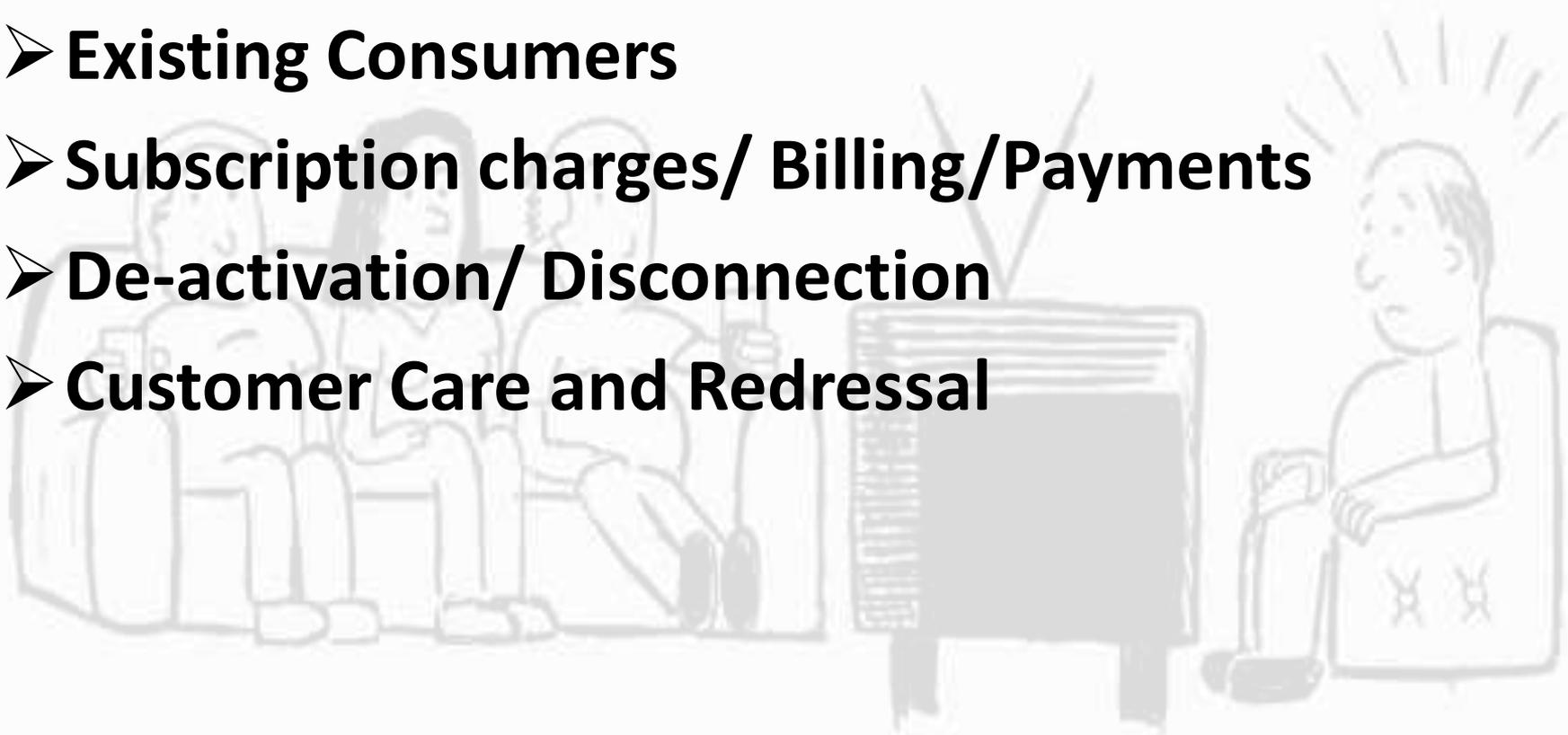
- **Self monitoring mechanism available to the consumers while exercising their choice ensuring transparency by referring to the TRAI website also.**
  - **The distributor can devise their own plans/tariff within these caps and the regulations do not prohibit offering of discounts or lower network capacity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

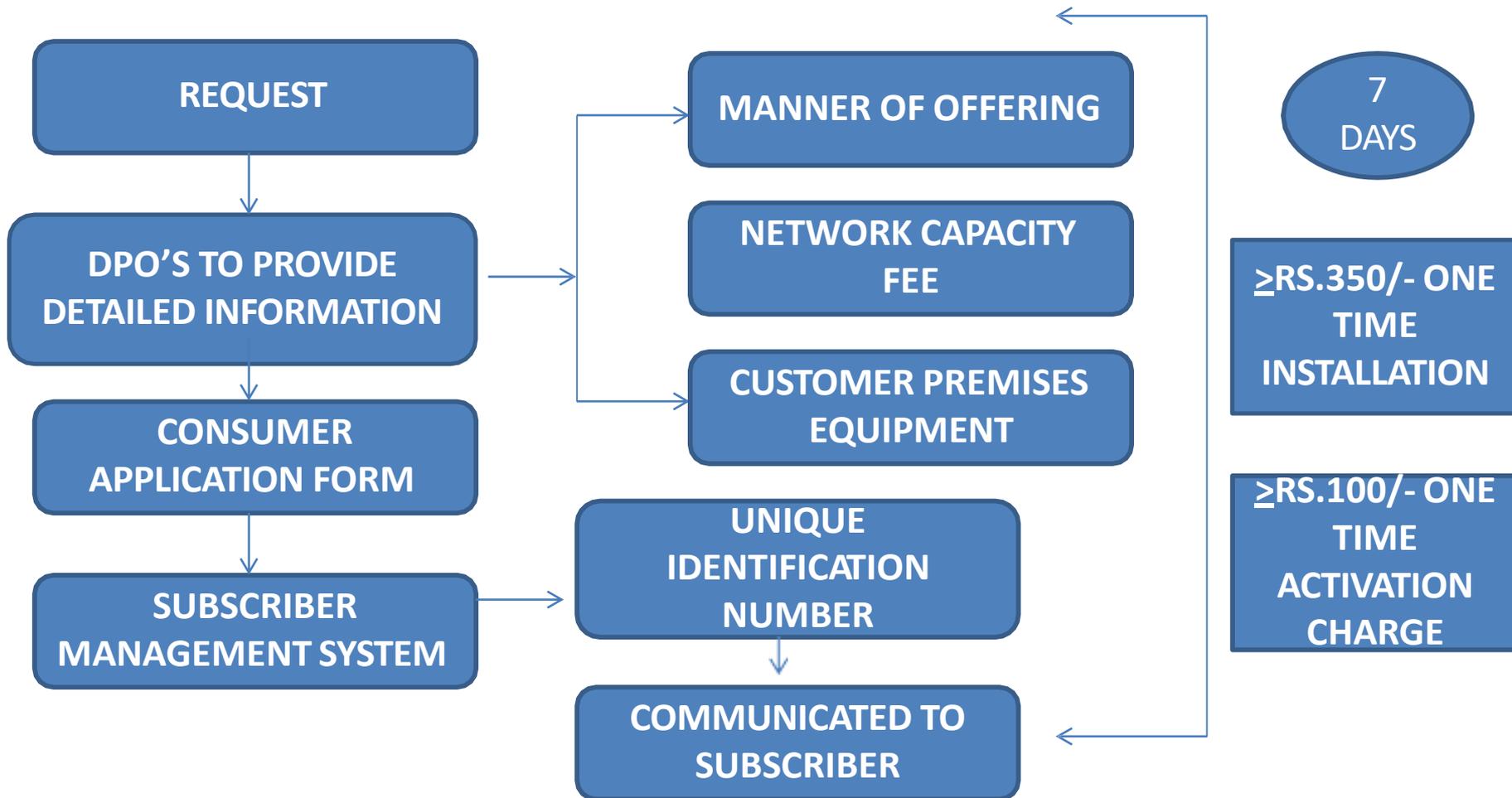
- **Price protection to subscribers. No Distributor can charge for a Pay Channel above the MRP declared by Broadcaster. And Free To Air Channels actually available Free of Cost.**
- **Establishment of website by DPO's has been made mandatory.**
- **Transparency coupled with privacy protection of the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

# EMPHASIS OF THE NEW REGULATIONS

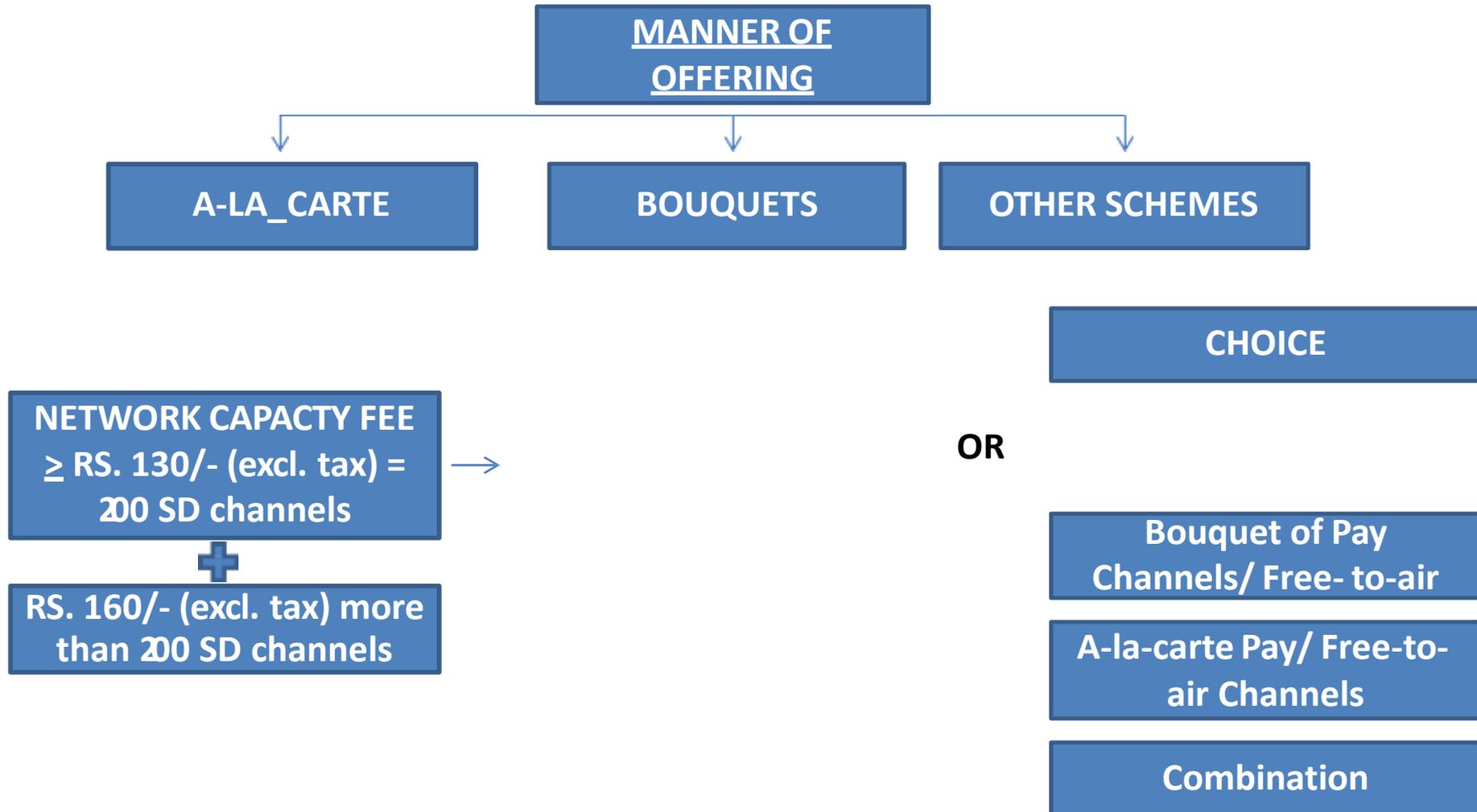
- **Procedures for new connection**
- **Existing Consumers**
- **Subscription charges/ Billing/Payments**
- **De-activation/ Disconnection**
- **Customer Care and Redressal**



# NEW CONNECTIONS



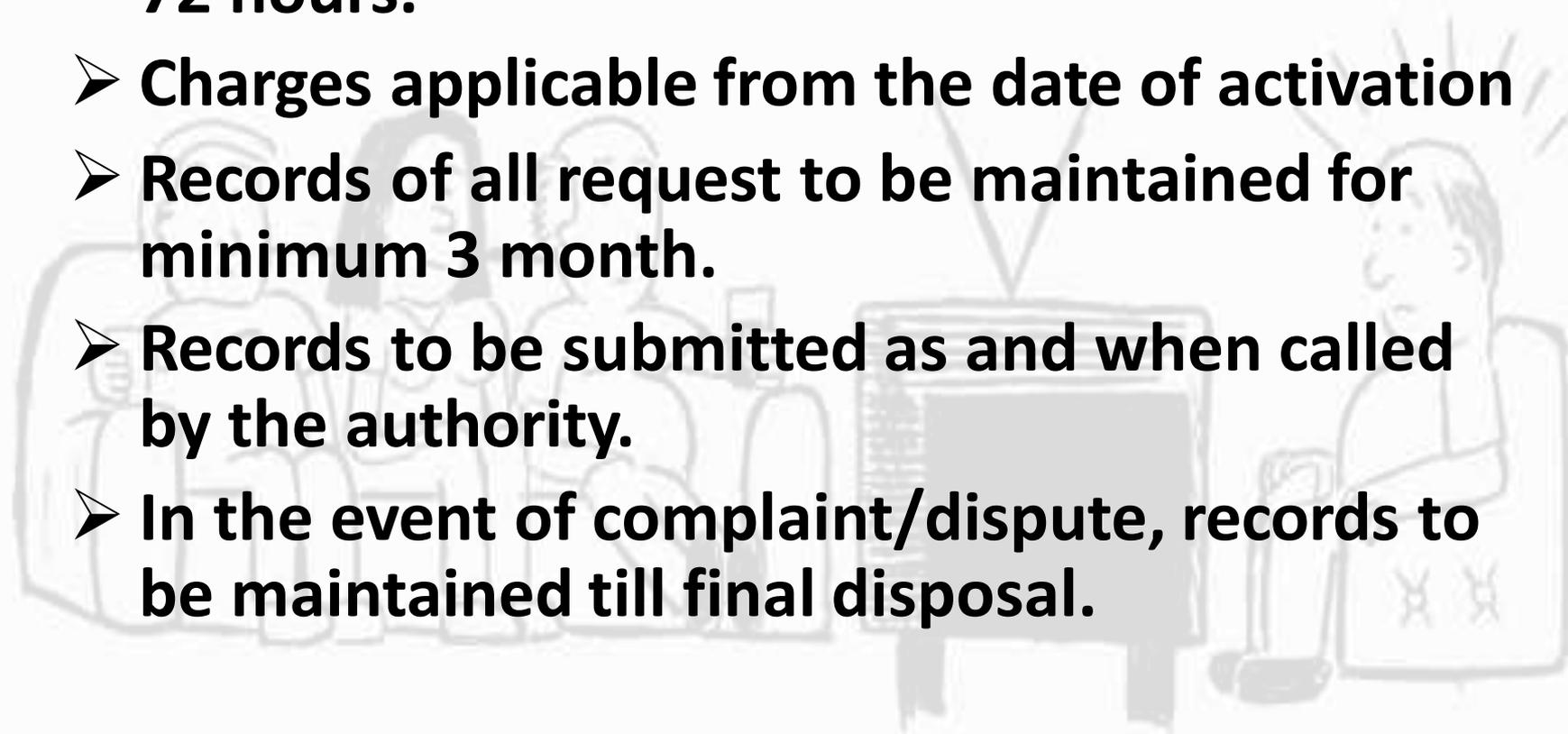
# MANNER OF OFFERING





**EXISTING SUBSCRIBERS**

# **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.**
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# DISRUPTION OF SERVICES



REDUCTION

SUBSCRIPTION CHARGE EQUIVALENT AMOUNT  
EQUIVALENT AMOUNT OF THE NETWORK  
OF THE CHANNELS  
FOR THE ENTIRE PERIOD OF SUCH  
DISRUPTION

CALCULATED  
FROM THE  
TIME THE  
COMPLAINT IS  
REGISTERED



# **INTERRUPTION OF SERVICES DUE TO PREVENTIVE MAINTENANCE**

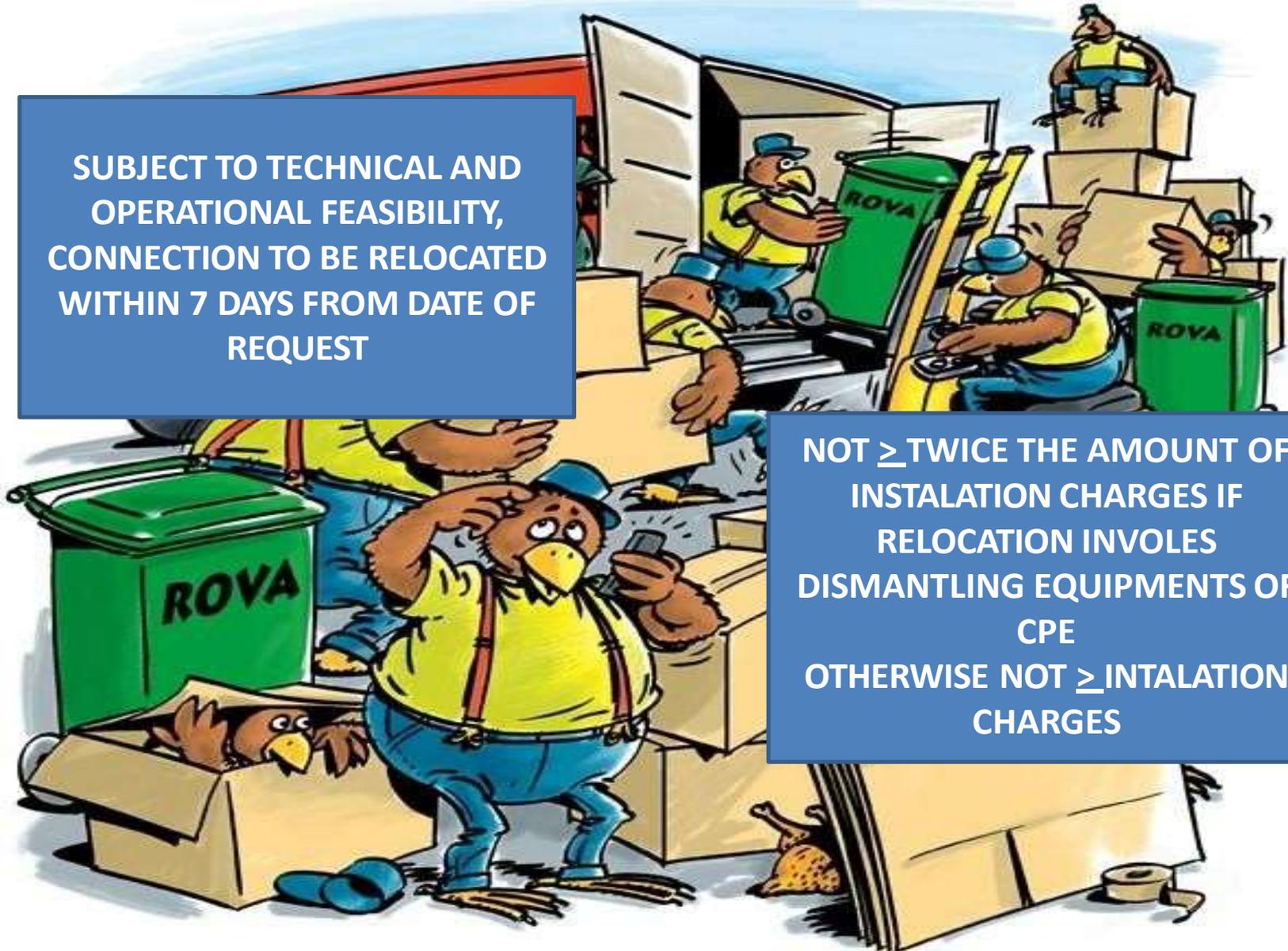
An orange scroll graphic with a red outline, featuring a rolled-up top edge and a rolled-up bottom edge. The text is centered on the scroll.

**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 INSTALATION CHARGES IF RELOCATION INVOLVES DISMANTLING EQUIPMENTS OF CPE  
OTHERWISE NOT  $\geq$  INTALATION 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**



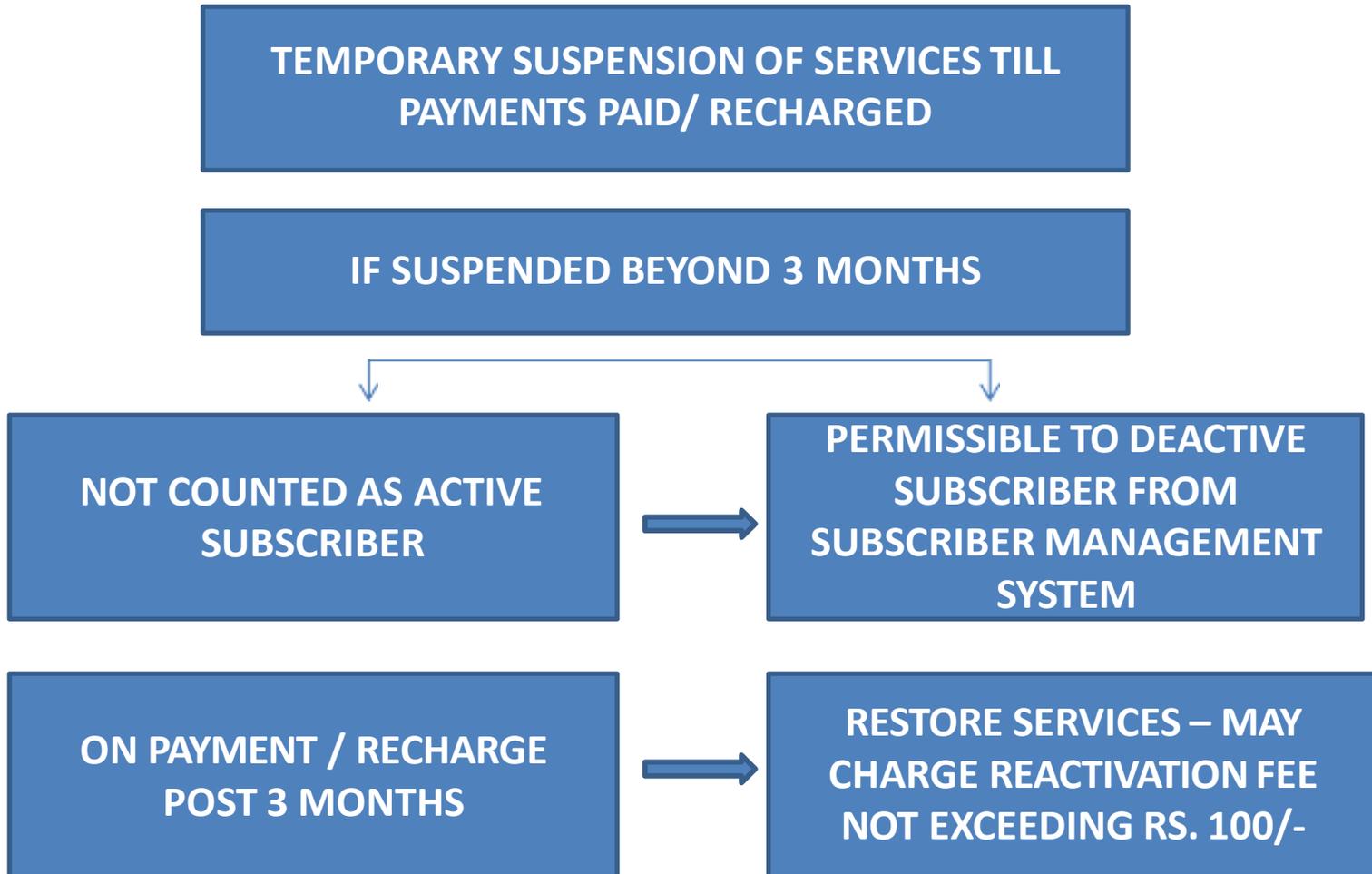
**ACKNOWLEDGE PAYMENTS  
RECEIVED**

**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 ALLOT 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**

**ONE OR MORE IN EACH STATE**

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

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

**WIDE PUBLICITY**

**DUTY OF NODAL OFFICER**

**REGISTER EVERY COMPLAINT**

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

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

**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**

