

TELECOM REGULATORY AUTHORITY OF INDIA
Mahanagar Doorsanchar Bhawan
Jawaharlal Nehru Marg (Old Minto Road)
Delhi 110002

F. No. 301-16/2019-F&EA

New Delhi, the 22nd October 2020

The Director General
COAI
14, Bhai Veer Singh Marg
New Delhi - 110001

Subject: Direction under Section 13 read with sub clause (i) and (v) of clause (b) of sub-section (1) of Section 11 of the Telecom Regulatory Authority of India Act, 1997 dated 18th September 2020 on tariff publications

Reference: COAI letter no. SP/COAI/2020/246 dated 28th September 2020 and letter no. SPK/COAI/2020/257 dated 5th October 2020 on the subject.

This is with reference to the above-mentioned subject. Vide letters under reference, it was stated that due to the logistical issues it is not possible to simultaneously update the information on point of sale and retail outlets in the form of hard copy/ printed material with the launch/change of a tariff offer. It was further stated that TSPs are already ensuring that they update the information via digital media on POS/retail outlets (i.e. through SMS, apps and emails) almost simultaneously with the launch/change of a tariff offer and it was requested that the provision of updated information of the tariff offers in print/paper form on the Point of Sale (PoS)/retail outlets should not be mandatory as the information is available in digital media. Accordingly, TRAI was requested to amend the Direction on tariff publications issued on 18th September 2020 ("**Direction**") to this effect.

2. The request has been considered and it has been observed that the Direction requires the TSPs to ensure that tariffs "published" in the manner

K. Guishal
22/10/20.

specified in sub-paras (A) and (B) of para 11 of the Direction are updated on the website, App and Customer Care Centre of the service provider, points of sale and retail outlets every time there is any change in any of the tariff offers or new tariff offer is launched. It may be noted that the Direction has been issued superseding the earlier direction which required publication of tariff plans in prescribed format. The move away from prescribed format to only prescribing essential disclosure is a step forward wherein the flexibility of form and manner of presentation has been given to the TSPs. The emphasis in the Direction is on making requisite details available to subscribers. It is clarified that details of tariff offers with essential disclosures be made available to subscribers, *inter-alia*, at the Customer Care Centers, the Points of sale, retail outlets through prominent display in electronic form and/or through printed display of details in legible font size. Accordingly, no amendment to the Direction is required. It is, however, expected that the TSPs will ensure compliance with the Direction in letter and spirit in matters of tariff publication.


(Kaushal Kishore) 22/10/20
Advisor (F&EA)

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All Telecom Service Providers