

301-26/2003-Eco.

Dated: 2nd May 2005

To: All Access Providers,
COAI/AUSPAI.

Subject: Direction under Section 13 read with Section 11(1)(b) of TRAI Act 1997 regarding Publication/Advertisement of tariffs for consumer information.

TRAI had issued a Direction on 24th May 2004 which inter-alia prescribed Formats for Publication/Advertisement of tariff. The Authority had come across several instances where the advertisements in the print media and tariff information available on the websites were not in the manner prescribed by the Authority. These inconsistencies amounted to violation of the Directions of the Authority.

2. Some of the service providers were called before the Authority to explain the said violations. While assuring future compliance of the Direction, the service providers requested for further review and simplification of the prescribed Formats. The Authority has since reviewed the contents of the existing Formats and has revised the same with a view to ensure that the minimum essential tariff information is available to subscribers and to address some of the constraints expressed by the service providers. The revised Formats are attached with this Direction.

4. The Authority, in exercise of powers vested in it under Section 13 read with Section 11(1)(b)(i) & (v) of the Telecom Regulatory Authority of India Act, 1997 and as per sub clause (i) of clause 9 under Section IV of Telecommunication Tariff Order, 1999, hereby issues following Directions :

- i) All Publication/Advertisements of tariffs meant for postpaid subscribers shall be in the **Format A**.
- ii) All Publication/Advertisements of tariffs meant for prepaid subscribers shall

be in the **Format B**.

- iii) The websites of the service providers shall contain complete details of the tariff plans as well as the financial implications for various usage slabs. The information shall be in the prescribed **Format C**. These details should also be included in the tariff brochures available at retail outlets.

5. The above Directions come into effect immediately and therefore all future publication/advertisements of tariff have to be in the revised Formats. Websites of the operators shall also be updated with the latest tariff information. Strict action will be taken against service providers who violate the above Directions including launching of prosecutions and recommending cancellation of the license of the defaulting operators.

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FORMAT A

Format for Advertisement of Postpaid Tariffs

1. Initial one-time non refundable payments.
2. All monthly mandatory charges.
3. Local/STD Charges per minute.

Type of Call	To Mobile	To Fixed
Local		
< 200 Kms		
200-500 Kms		
> 500 Kms		

4. Approximate Financial Implications (Rs. per month)

100 Minutes

300 Minutes

For calculation of the financial implications and other details see the tariff brochure available at our retail outlets and at www.....

Notes:

- i) Wherever pulse rate is different from 60 seconds, the same shall be indicated.
- ii) If differential rates are prescribed for intra-network or any other category of calls, the same is to be specified.
- iii) Monthly mandatory charges will include charges for all compulsory services under the plan like CLIP etc.

FORMAT B

Format for Advertisement of Prepaid Tariffs

- 1. Talk Time available (in Rupees).
- 2. Local/STD Charges per minute.

Type of Call	To Mobile	To Fixed
Local		
< 200 Kms		
200-500 Kms		
> 500 Kms		

Details of tariff plan are available at our retail outlets and at www.....

Notes:

- i) Wherever pulse rate is different from 60 seconds, the same shall be indicated.
- ii) If differential rates are prescribed for intra-network or any other category of calls, the same is to be specified.
- iii) Any charge other than above call charges and upfront processing fee (e.g. daily charges levied for calls/SMS etc. at lower rates) shall be explicitly stated in the advertisement.

FORMAT C

(to be displayed on the Service Provider`s website and Tariff Brochures)

A) Post paid.

- 1. Complete details of the tariff plan.
- 2. Financial Implications (based on 3.1 and 3.2 below)

Monthly minutes of use	Estimated monthly bill (Rs.)
100	
200	
300	
400	
500	
1000	

- 3. Methodology/Assumptions used in deriving financial implications

3.1 Monthly fixed charges.

- i) Monthly rental and Monthly plan fee, if any.

- ii) Monthly minimum commitment charge, if any.
- iii) CLIP Charges.
- iv) Interest @ 8% p.a. on Security deposit, Advanced Monthly rental and any other one time plan charges.

3.2 Monthly Variable charges:

- i) Number of chargeable minutes excluding free minutes multiplied by applicable call charges.

Traffic distribution for the purpose of estimating financial implication shall be as shown below:

a) For Mobile Service

Type of Call	To Fixed	To Mobile
Local	20%	59%
NLD	7%	14%

b) For Fixed Service

Type of Call	To Fixed	To Mobile
Local	61%	13%
NLD	20%	6%

Note: If differential tariffs are specified for own-network calls or any other category of calls other than categorized above, appropriate weightage, based on actual traffic, shall be given to it while calculating financial implications. The proportion of traffic applied in the calculation shall also be indicated for the information of the consumers.

- ii) Service Tax as applicable.

B) For Pre-Paid

1. Details of the Plan including recharge coupons available.
2. Minutes of use available on each recharge coupon as per the traffic distribution given above.