

From: **Sunil K Gupta** <[pradvbcs@traf.gov.in](mailto:pradvbcs@traf.gov.in)>  
Date: Oct 24, 2016 5:58:34 PM  
Subject: Fwd: Reply to Tariff Order  
To: "[vk.agarwal@traf.gov.in](mailto:vk.agarwal@traf.gov.in)" <[vk.agarwal@traf.gov.in](mailto:vk.agarwal@traf.gov.in)>

Sunil K Gupta  
Pr. Advisor (B&CS), TRAI  
Tel: 23220018

----- Forwarded Message -----

**Subject:**Reply to Tariff Order  
**Date:**Mon, 24 Oct 2016 15:49:22 +0530  
**From:**Vision tech Cables <[visiontechcables@gmail.com](mailto:visiontechcables@gmail.com)>  
**To:**pradvbcs@traf.gov.in

Dear Sirs,

I am a LCO from Kottayam district in Kerala having a network from 2006 onwards... I have gone thru the consultation paper on Tariff Order.

Sir,I am really shocked to see the rates recommended in the Tariff order ! We all had great expectations from the new order but really upset and tensed with the recommendations !

I have been charging Rs.100 for Analog connections initially and slowly increased the rates to 150 and now to Rs.200 after digitalization.

Yet we are not making any money from this business now due to the following reasons :

1) High cost of Operations : Expenses for Daily Maintenance, Network upgradation to improve better service to customer, Manpower/Labour, KSEB pole rental, Billing/Collection, Vehicle & Fuel expenses, Bad debts, NW/STB damages etc alone will cost us around Rs.170 currently.

As you know, all costs are only going up every year !

2) In addition to this, we have to pay link charge to the MSO which will be revised upwards from Jan 2017.

Sir, If we operate at just Rs.130 for 100 channels plus pay channel cost ,we may get totally only Rs.130 plus Rs.20 or 25 max for pay channels. With this, How will we run the business? We will run into huge losses if we implement this !

We are also running this business to feed our family.

I request you to keep the rate for 100 channels at minimum Rs.200 plus pay channel cost. Anything below this rate, all LCOs including me will face serious issues !

Sir, Request you to kindly consider our request...Otherwise we will be forced to shut down business.

Eagerly waiting for a favourable decision,

Your sincerely

Anil Kumar  
Vision tech Cables  
Kottayam  
Kerala