

From: **Kishore Belai** <kishore@belai.com>

Date: Jan 21, 2016 4:37:41 PM

Subject: Comments on Draft Direction on Delivering Broadband in a Transparent Manner

To: kapilhanda@traigov.in

Dear Sir,

This refers to your notification dated 20 January 2016 inviting comments on the captioned Draft Direction. Below is my suggestion which I am rendering in my personal capacity:

My current broadband service provider (MTNL, Mumbai) has been pushing advertisements onto my browser in the form of a floating window (using JavaScript) that covers part of the webpage that I am browsing. The advertisement typically contains links to MTNL or the advertiser's webpage and trying to dismiss the ad window often leads to the link getting clicked and the advertiser's webpage getting opened. This interferes with the information I am trying to retrieve and moreover amounts to a deficiency in service as the service provider is manipulating the information/content I am trying to access. I therefore suggest that the following text be inserted as Clause 4(f) of the proposed Direction:

"(f) refrain from inserting any advertisement or other content within, or manipulating or distorting in any manner, the content sought to be accessed by the subscriber"

I trust you will favorably consider my suggestion and look forward to its inclusion in the final Direction.

Yours truly,
Kishore Belai