

Telecom Regulatory Authority of India
PRESS RELEASE No. 4/2005

Directives to:

- I) M/s Tata Teleservices Ltd for withdrawal of Advertisement of Fixed Wireless Service as 'Walky'.**
- II) M/s Reliance Infocomm Ltd. for withdrawal of Advertisement of Fixed Wireless Service as 'Unlimited Cordless'.**

The Telecom Regulatory Authority of India has issued directives to M/s Tata Teleservices Ltd and M/s Reliance Infocomm Ltd. for withdrawal of Advertisement of Fixed Wireless Service as 'Walky' and Advertisement of Fixed Wireless Service as 'Unlimited Cordless' respectively.

The Authority is of the view that referring the Fixed Wireless phone service as 'Walky' and 'Unlimited Cordless' conveys the impression to potential customers that the service provided is similar to mobile service when actually fixed wireless services are offered.

The Interconnect Usage Charges and Access Deficit Charge regime provides different treatment for calls from mobile and fixed services including wireless fixed.

The Authority, in exercise of its powers under Section 13 read with Section 11(1)(b) of the Telecom Regulatory Authority of India Act 1997 has issued directives to M/s Tata Teleservices Ltd and M/s Reliance Infocomm Ltd. to immediately stop referring to fixed wireless services as 'Walky' and 'Unlimited Cordless' and withdraw from the market all promotional materials including banners, brochures information sheets, etc. Such corrections shall also be made in the relevant content of the website of the concerned operators.

M/s Tata Teleservices and M/s Reliance Infocomm Ltd. have been further directed to file a compliance report in this regard with the Authority latest by 13th January, 2005.