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**Sent:** Tuesday, 27 August 2013 3:52 PM  
**Subject:** SHARING OF OPENION ON TV CHANNELS FROM BROADCASTER TO PLATFORM OPERATOR

TO  
MR. VASI AHMEDABAD  
ADVISOR  
BADCAS  
TELECOM REGULATORY AUTHORITY OF INDIA

DATE: 27TH AUG:2013

**SUB:** SHARING OF OPENION ON TV CHANNELS FROM BROADCASTER TO PLATFORM OPERATOR

DEAR SIR,

THIS HAS REFFRENCE TO ABOVE SUBJECT.

I AM APPRICIATE YOUR KIND EFFORTS TO REGULARIZE ENTIER CABLE TV SYSTEM IN DIGITAL SIGNAL WHICH IS VERY MUCH HELPFUL TO CLIENT FOR QUALITY PURPOSE AND TRANSPERANCY IN RATES

KINDLY NOTE THAT LOOKING TO GOVT. DECISION END USER LIKE ME SHOULD GET CLEAT VISION OF EACH CHANNEL RATES INSTED OF BOOKE OF CHANNELS

COMPANY WHICH YOU CALL MSO OFFER BOUQUET RATES WHICH IS COMBINATION OF MULTI CHANNELS AND LOOKING ON PRAPOSAL THEY ARE NOT GENUINE BECAUSE THEY SAID THAT BROADCASTER OFFER THEM RATES WHICH IS NOT PER CHANNEL BUT IN TOTAL BOUQUET WHERE INDIVIDUAL CHANNEL LIKE COLORE OR STAR PLUS WHICH WE WANT TO SUBSCRIBE INDIVIDUAL CHANNELS LIKE THIS IS VERY HIGHER THAN TOTAL BOUQUET.

EXAMBLE: WHERE IF I WANT TO SUBSRIBE STAR PLUS THAN IT COST ME RS. 50 PER CHANNLE PER MONTH AND IF I PAY RS. 75 THEY WILL PROVIDE ME ENTIER CHANNELS OF STAR GROUP

THIS SHOWS THAT THEIR DERIBRATLY HIKE RATES OF THEIR DEMANDING CHANNEL LIKE STARPLUS ON BASE OF THAT THEY OFFER ENTIER BOUQUET WHICH INCLUDED LOTS OF NON POPULAR CHANNELS. THIS IS ONE TYPE OF MONOPOLY

SO IT IS ADVISABLE TO TAKE DECISION AND FORCE THEM NOT TO HIGH ONE DEMANDING POPULAR CHANNEL RATES THAT MUCH HIGH THAT END USER FORCE TO TAKE ENTIER BOOKE.

KINDLY LOOK IN TO MATTER AND REGULARIZE PROPERLY IN PUBLIC INTEREST

BEST REGARDS,

SANJAY K. SHETH  
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