

Dated: 21st November, 2013

**DIRECTION**

**Subject: Direction to M/s \_\_\_\_\_ under section 13, read with sub-clauses (i) and (v) of clause (b) of sub-section (1) of section 11, of the Telecom Regulatory Authority of India Act, 1997 and regulation 20 of the Standards of Quality of Service (Digital Addressable Cable TV Systems) Regulations, 2012 (12 of 2012) for setting up and operationalisation of subscriber management system.**

**No. 6-4/2013-B&CS---** Whereas the Telecom Regulatory Authority of India [hereinafter referred to as the Authority], established under sub-section (1) of section 3 of the Telecom Regulatory Authority of India Act, 1997, has been entrusted with discharge of certain functions, inter alia, to regulate the telecommunication services, lay-down the standards of quality of service to be provided by the service providers and ensure the quality of service and conduct the periodical survey of such service provided by the service providers so as to protect interest of the consumers of telecommunication service;

2. And whereas the Government of India, in the Ministry of Communication and Information Technology (Department of Telecommunications), vide its notification No.39,---

- (a) issued in exercise of powers conferred upon the Central Government by the proviso to clause (k) of sub-section (1) of section 2 of the TRAI Act, and
- (b) published under notification number S.O.44(E) dated the 9<sup>th</sup> January, 2004 in the Gazette of India, Extraordinary, Part III, Section 4,---

has notified broadcasting services and cable services to be telecommunication services;

3. And whereas the Authority, in exercise of powers conferred by section 36, read with sub clauses (i) and (v) of clause (b) of sub-section (1) of section 11, of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997), read with notification of the Government of India, in the Ministry of Communication and Information Technology (Department of Telecommunication) No.39, made the Standards of Quality of Service (Digital Addressable Cable TV Systems) Regulations, 2012 (12 of 2012) (herein after referred to as the regulations);

4. And whereas regulation 20 of the regulations, reads as under: -

**“20. Setting up and operationalisation of subscriber management system.-** Every multi system operator shall, before providing cable services through Digital Addressable System, establish, set up and operationalise its subscriber management system and such subscriber management system shall comply with the digital addressable cable TV system requirements as mentioned in the Telecommunication (Broadcasting and Cable Services) Interconnection (Digital Addressable Cable Television Systems) Regulations, 2012, for ensuring efficient and

error-free service to the subscribers by recording and providing individualized preferences for channels, billing cycles or refunds”;

5. And whereas the Authority, vide its direction dated the 26<sup>th</sup> April, 2013 directed M/s \_\_\_\_\_ to:-

- (a) comply with the provisions of regulation 20 of the regulations;
- (b) ensure that before providing cable services through Digital Addressable System, its subscriber management system is operationalised and the signals of TV channels are transmitted to only those subscribers whose details such as name, address, choice of channel and bouquets etc. are entered into the subscriber management system;
- (c) disconnect TV signals of the subscribers whose details such as name, address, choice of channel and bouquet etc. are not entered into the subscriber management system and allow such subscribers to surrender their set top box and give them full refund in accordance with the provisions of sub-rule (4) of rule 13 of the Cable Televisions Networks Rules, 1994; and
- d) furnish compliance report latest by the 7<sup>th</sup> May, 2013;

Copy of the said Direction is annexed as Annexure I;

6. And whereas on the 19<sup>th</sup> July, 2013 the Authority convened a meeting of the multi system operators [hereinafter referred to as MSOs] , providing cable TV services in Mumbai, Kolkata and other thirty eight cities covered under phase-II of Digital Addressable Cable TV Systems (DAS), to review the progress of implementation of DAS, wherein it was decided that all MSOs shall, by the 20<sup>th</sup> September, 2013 collect the consumer application forms from the subscribers, complete in all respects, including choice of channels/ services and enter the complete details of the subscribers in the subscriber management system in all cities covered under phase-II of DAS.

7. And whereas the Authority, issued a press release dated the 22<sup>nd</sup> July, 2013 informing the public and the other stakeholders about the deadline fixed by the Authority for entering of complete details in subscriber management system etc. (a copy of the said press release is annexed as Annexure II).

8. And whereas the Authority, vide its letter dated the 23<sup>rd</sup> July, 2013, interalia, directed MSOs to:-

- (a) ensure compliance of the deadline regarding entry of the details of the subscribers in the subscriber management system etc. mentioned in the said letter;
- (b) communicate to all its local cable operator that the consumer application form in respect of all the subscribers whose Set Top Box have been seeded by them should be got duly filled and handed over to MSO so that the deadline for implementation of DAS is met.
- (c) furnish status report to the Authority in the proforma and schedule contained in the para 5 of the said letter; and
- (d) provide in the proforma contained in para 6 of the said letter, a comprehensive and complete list of local cable operator linked to the network of the MSO and to whom set top boxes have been issued for seeding to the subscribers;

9. And whereas the Authority held a meeting with MSOs on the 25<sup>th</sup> September, 2013 to review the progress in implementation of DAS in the cities covered under phase-II and noted substantial non-compliance by the MSOs in meeting the deadline fixed by the Authority and on the request of the MSOs the Authority agreed to extend the deadline for entering the complete details of the subscribers in the subscriber management system up to the 15<sup>th</sup> November, 2013 and also issued a press release dated the 26<sup>th</sup> September, 2013. (a copy of the said press release is annexed as Annexure III).

10. Now, therefore, the Authority, in exercise of the powers conferred upon it under section 13, read with sub-clauses (i) and (v) of clause (b) of sub-section (1) of section 11, of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) and regulation 20 of the Standards of Quality of Service (Digital Addressable Cable TV Systems) Regulations, 2012, directs M/s \_\_\_\_\_ to ensure that before providing cable TV services through Digital Addressable System, its subscriber management system is operationalised and the signals of TV channels are transmitted to only those subscribers whose consumer application forms including choice of channels have been collected and the complete details such as name, address, choice of channel and bouquets etc. have been entered in the subscriber management system and furnish compliance report by 29.11.2013.

(G.S. Kesarwani)  
Deputy Advisor (B&CS)  
Tele Fax: 011-23220442

To

All MSOs registered for operating  
in the notified areas of Phase-II of DAS implementation

**List of MSOs registered for operating in the notified areas of Phase-II of DAS Implementation**

(1) M/s ACT Digital Entertainment Pvt. Ltd.

49-23, 14/2 F-2, Sankoramafoam Road,

Vishakhapatnam

(2) M/s All Digital Network India Pvt. Limited.

B-89, 5th Main, 6th Block, Rajajinagar Industrial Estate,

Bangalore-560010.

(3) M/s Bhagyanagar Digital Services Pvt. Ltd.

5-5-1099, Malleshwari Complex, Opp: Vishnu theatre,

Chintalkunta,

L.B. Nagar, Hyderabad-500 074

(4) M/s Bhaskar Cable Networks

21, Betwa Apartment, T.T. Nagar, Bhopal Madhya Pradesh

(5) M/s Bhima Riddi Digital Services

4th Floor, Millennium Square, Near Garuda Bungalow,

Sath Raasta, Solapur

(6) M/s Bitto Cable Network Pvt. Ltd.

532. Hanuman Nagar, Nagpur-440 009.

(7) M/s Canara Star Communications Pvt. Ltd.

lind Floor, Vamanashram BuildingGHS Cross Road, Mangalore

(8) M/s Chouksey Entertainment Ltd.

Krishi Upaj Mandi JDA Scheme No.5, Plot No. 46/47/48

Near Main Gate Jabalpur (M.P.)

(9)M/s Citi Link Digital Networks Private Limited

H. No. 11-1-888, Chintabavi Chilalguda, Secundrabad-500061

(10) M/s City Online Services Ltd.

701, 7th floor, Aditya Trade Center,

Ameerpet, Hyderabad- 500038

(11) M/s CVR Cable Network Pvt. Ltd.

573J, Road No. 82, Jublee Hills,

Hyderabad 500033

(12) M/s Darpita Trading Company Pvt. Ltd.

Darpita Trading Company Pvt. Ltd. Siddharth Chambers, 2nd Floor,

Opp. Nilkanth Chaya Building,

Adharwadi Chowk Kalyan (West)-421301

(13) M/s DEN Ambey Cable Networks Pvt. Ltd.

12/475, Mecrober Ganj, Kanpur 208 001, Uttar Pradesh

(14) M/s DEN Enjoy Cable Networks Pvt. Ltd.

C-148, Mayapuri Industrial Area,  
Phase II, New Delhi- 1100064

(15) M/s Den Manoranjan Satellite Pvt. Ltd.  
Sector No. 21, Plot No. 93, Kunal Plaza,  
Yamunagar, Nigdi, Pune 411044

(16) M/s Den Networks Ltd.  
236, Ground floor, Okhla Industrial Estate, Phase-III,  
New Delhi-110020

(17) M/s Den New Broad Communication Pvt. Ltd.  
3rd Floor, P.P. Chamber,  
Near KDMC Bhagat Singh Path,  
Dombivli (E) 421 201

(18) M/s Den Satellite Network Pvt. Ltd  
401/402, 4th Floor, Sentinel, Hiranandani Business Park,  
Powai, Mumbai-400076

(19) M/s Dewshree Network Pvt. Ltd. ,Surat  
158, Kubernagar-I patel park Apartment,  
Katargam Surat, Kattargam.

(20) M/s Digicable Network (India) Pvt. Ltd.

B-8, Marol Industrial Area,

Next of MIDC Police Station,

Andheri (E), Mumbai -93

(21) M/s Digital Infotainment Pvt. Ltd.

Plot No.97, Marol Co-operative Industrial Estate,

Makwana, Andheri (East),

Mumbai-400 059 Maharashtra

(22) M/s DL GTPL Cabnet Pvt. Ltd.

417 to 419, Intercity Complex,

Near PKS petrol Pump,

Puna Kumbhariya Road,

Surat-395010(Gujrat)

(23) M/s E-Infrastructure and Entertainment (India) Pvt. Ltd.

No. 22 &24, 'Someshwara Nilaya' Jakkur Main Raod,

Amruthahalli Bangalore, KA - 560092

(24) M/s Eminent Cable Network Pvt. Ltd.

C-148, Mayapuri Industrial Area, Phase II,

New Delhi 110 064

(25) M/s Fastway Transmissions Private Limited

SCO 16-17, Top Floor,  
Sector 34-A, Chandigarh

(26) M/s God Father Communication  
331/32, Majitha Road,  
Opp. Tung Bala Gate, Amritsar Punjab

(27) M/s Gujarat Telelink Pvt. Ltd.  
202, Sahajanand Shoppint Centre,  
Opp :- Swaminarayan Mandir,  
Shahibaug, Ahmedabad-380004.

(28) M/s Hathway Cable & Datacom Limited, Mumbai.  
"Rahejas" 4th Floor,  
Corner of Main Avenue & V P road,  
Santacruz West Mumbai – 400054

(29) M/s Hathway MCN Pvt. Ltd.  
310/311 Akshyadeep Plazatown Centre,  
CIDCO Jalna Road, Aurangabad

(30) M/s Hathway Sai Star Cable & Datacom Private Ltd., Mumbai  
Rehejas, 4th floor,  
Corner of Main Avenue & V P Road,  
Santacruz West, Mumbai - 400054



(31) M/s Hathway Sukhmrit Cable & Datacom Private Limited

“Rahejas” ”4th Floor”

Corner of Main Avenue & VP Road,

Santacruz (W), Mumbai

(32) M/s Home Cable Network (P) Ltd.

16 & 19 CSC (DDA), Sukhdev Vihar,

New Delhi- 110025

(33) M/s Home Systems Pvt. Ltd.

A-17, Gaurav Annex,

R.R.T. Road, Mulund(West),

Mumbai - 400 081

(34) M/s Hyderabad Incable Digital Services Pvt. Ltd.

Plot No. 25, Prashant Nagar,

Vanasthalipuram, Hyderabad 50070

(35) M/s ICE TV Pvt. Ltd.

205, Lumbini Rock Castle Aartment,

Road No. 6, Banzara Hills Hyderabad 500034

Andhra Pradesh8-2-351/1/10 Road No. 3,

Banzara Hills, Hyderabad-500034

(36) M/s Indusind Media & Communications Ltd.

IN Centre, 49/50 MIDC, 12th Road,

Andheri (East) Mumbai - 400 093

(37) M/s Intermedia Cable Communication Pvt. Ltd.

"ICC CENTER", 1018,

New Nana Peth,

Pudamjee Path, Pune-411002

(38) M/s JAK Communications Private Ltd.

J4, 6th Avenue, Annanagar East,

Chennai-600102

(39) M/s JPR Channel

301, Ganesh Niwas, 3rd Floor,

Opp. Vallabh Vidhyalya Sion (W),

Mumbai -400022

(40) M/s Kable First India Private Limited

2nd floor, Indian Express Building, No.1 Queen's Road,

Bangalore-560001.

(41) M/s Kaizen Digital Cable Services Pvt. Ltd.

25/2, 1st floor. Dr. Rajkumar Road, E Block,

2nd stage, Rajajinagar,

Bengaluru-560010

(42)v Kal Cables (P) Ltd.

No. 229, Kutchery Raod, Mylapore,

Chennai - 600 004

(43) M/s Manthan Broadband Services PVT. Ltd

6, Ganesh Chandra, Avenue IIIrd Floor,

Kolkata-700013 (W.B)

(44) M/s Mediasix Digital Networks Pvt. Ltd.

Sy# 7/2, No. 11, Ist Floor, Flower Garden,

Adj to Ranganatha Colony, Mysore Road,

Bangalore 560026

(45) M/s Menpower Media Network

"Men Power Avenue" Natesanar Street Nemili Arakkonam-Tk,

Vellore-Dt Tamilnadu-631051

(46) M/s Moon Network Pvt. Ltd.

1/47, Hotel East Lite, Delhi Gate,

Near Raja Mandi Railway Station Agra 282002

Uttar Pradesh

(47) M/s Mplex Networks Pvt. Ltd.

Aerolex Centre- III Floor, 109 KH Road,

Bangalore 560027

(48) M/s Next Generation Cable Communication

1345, Shivaji Nagar, Pune 411005

(49) M/s Poona Cables Systems & Services

5, B, P.C. M.C. Colony, Opp. P Sector,

Ajmera Complex Pimpri, Pune 411018

(50) M/s Rajasthan Infotech Media Services Pvt. Ltd.

B-104, Vaishali Nagar, Jaipur 302021, Rajasthan

(51) M/s RVR Infrastructures Ltd.

406A, Road No. 18,

Jubilee Hills Hyderabad-500 033

(52) M/s Sagar E Technologies Pvt. Ltd.

No. 165, 9th Cross, Near KNE Trust School Ground,

Above Dental Care, Indiranagar Ist Stage,

Bangalore 560038

(53) M/s Sai Vision Cable Network

Shop No. 8, Aditya Apartment, Anandnagar,

Sinhagad Road, Pune-411051

(54) M/s Scod18 Networking Private Limited

Plot No. 97, Marol Co-Operative Industrial Estate,  
Makwana, Andheri(E) Mumbai-400059

(55) M/s Sea TV Network Limited

148, Manas Nagar, Shahganj, Agra- 282010

(56) M/s Seven Star Dot Com Pvt. Ltd.

3, Mini Jewel, JP Raod, Veersova,

Andheri (W), Mumbai-400 061

(57) M/s Siddhi Digital Services

Survey No. 133/2, Block No. 219/20 Shivganga Nagar,

Phase II, Twin Solapur,

Solapur 413004. Maharashtra.

(58) M/s Signum Digital Networks Pvt. Ltd.

5th Floor, Sri Rama Chandra Near Benz Circle,

Vijaywada 520010 Andhra Pradesh

(59) M/s Silverline Entertainment

302, Third Floor, NPA Arcade 23, M.G. Marg,  
Civil Lines, Allahabad-211001(U.P)

(60) M/s Site Entertainment Network

Nabeera Complex, Jahangir Chowk,  
Sri Nagar, J&K 190001

(61) M/s Siti Cable Network Limited

Siti Cable Network Limited 1st Floor,  
FC-09, Gate No.3,Sector 16A,  
Film City, Noida -201301

(62) M/s Siti Vision Digital Media Pvt. Ltd.

6-2-935/2, 1st floor, Zee NewsBuilding,  
Behind BPCL Petrol Pump, Rajbhawan Road,  
Khiratabad, Hyderabad-500004

(63) M/s Skynet Digital Services Pvt. Ltd.

403, 4th floor,NPA Arcade23 M.G. Marg, Civil lines,  
Allahabad211001 (U.P.)

(64) M/s Spacecom

Kanke Road Ranchi 834008

(65) M/s SR Cable TV Private Limited

2nd floor, Indian Express Building,  
No.1 Queen's Road, Bangalore-560001.

(66) M/s Sree Devi Digital Systems Pvt. Ltd.  
B-8/2, Industrial Estate Visakhapatnam,  
Andhra Pradesh 530007

(67) M/s Supersonic Networks Pvt. Ltd.  
310B, 3rd Floor, JMD Pacific Squire,  
Village Silokhra, Sector -15, Part-2, Gurgaon

(68) M/s Swami Cable TV Networks Ltd.  
E-7A/371, Sangam Vihar,  
New Delhi-110062

(69) M/s Take one JK Media Pvt. Ltd.  
Satyam Resort Buidling, Marble Market,  
Jammu(J&K)

(70) M/s UCN Cable Network Pvt. Ltd.  
502, Milestone Building, Wardha Road,  
12, Ramdaspath, Nagpur 440 010

(71) M/s Vaji Communications

2nd Floor, Sector 7,  
MVP Colony Visakhapatnam

(72) M/s Venkata Sai Media Private Ltd.

#8-2-502/1/A/B, Top Floor,  
Sowbhagya Adobe, Road NO. 7,  
Banjara Hills Hyderabad 500034,  
Andhra Pradesh

(73) M/s Vinod Cable TV Network

MCF 5662, Gali No. 25, E Block,  
Sanjay Colony, Sector 23,  
Faridabad, Haryana

(74) M/s Vinsat Digital Pvt. Ltd.

#46-15-32/8, Flat No. 501, 5th Floor,  
Kandrappa Complex, Dondaparthi,  
Near Diamond Park, Vishakhapatnam 530 016

(75) M/s Vishal Cable Network

110/187, 3rd, Aya Singh Complex,  
RK Nagar, GT Road,  
Kanpur 208012 Uttar Pradesh

(76) M/s Zippy Tel Pvt. Ltd.

D - 177, Sector 10,  
Noida -201301 Uttar Pradesh



(77) M/s Darsh digital network Pvt. Ltd.

2nd floor, Suprabhat Building,

Exhibition Road, Patna-800001