



PRESS RELEASE

FOR IMMEDIATE RELEASE

New Delhi: January 21, 2019 Mr. Rajat Sharma, President, News Broadcasters Association (NBA), urges the Telecom Regulatory Authority of India (TRAI) not to grant any further extension of time beyond 31st January 2019 for migration to the new Tariff/Interconnect regime.

Mr Rajat Sharma stated that as required under the new tariff regulations, the members of the News Broadcasters Association (NBA), within the time line prescribed have published their RIOs including ala-carte and bouquet rates. He also stated that to facilitate consumer awareness and for smooth transition to the new regime, NBA members on their respective channel/s are advertising and providing details about various rates and packages for the consumers to exercise their choice of channels. NBA members have been and would remain fully supportive of TRAI's efforts in the successful implementation/migration to the new Tariff/Interconnect regime.

Mr Rajat Sharma urged the TRAI to remain firm and not to grant any extension to the transition period beyond 31st January 2019 as it would be detrimental to the broadcast industry. He urged the TRAI to communicate and publicize this deadline for the benefit of all stakeholders and consumers.

Annie Joseph
Secretary General