

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:2812
ANSWERED ON:15.03.2010
CHECK ON PRIVATE MOBILE COMPANIES
Danve Shri Raosaheb Patil

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether the Mobile Phone Service providers are exploiting the consumers by resorting to attractive advertisements in the country;
- (b) if so, the details thereof;
- (c) whether the Government proposes to set up any regulatory authority to keep a check on the private mobile companies; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI GURUDAS KAMAT)

(a) to (d) Madam, the Mobile Phone Service providers have denied the allegations of exploiting the consumers by resorting to attractive advertisements in the country. Transparency in the provision of telecom services and marketing thereof by the telecom companies has been an issue of high priority to the Telecom Regulatory Authority of India (TRAI). A number of measures have been taken by TRAI to promote transparency in the offer of services in the interest of protecting consumers. These include the issue of Regulations, Directions, Orders and Advisories from time to time and this is an ongoing process. Some of the important measures mandated by TRAI to improve consumer transparency are given in the Annexure.

In addition, in the light of complaints received by TRAI in the recent past alleging misleading outdoor tariff advertisements, TRAI is in the process of reviewing the existing guidelines.