



# **Telecom Regulatory Authority of India**

## **Recommendations On KYC of DTH Set Top Boxes**

24<sup>th</sup> October 2019

**Mahanagar Doorsanchar Bhawan**

**Jawahar Lal Nehru Marg**

**New Delhi- 110 002**

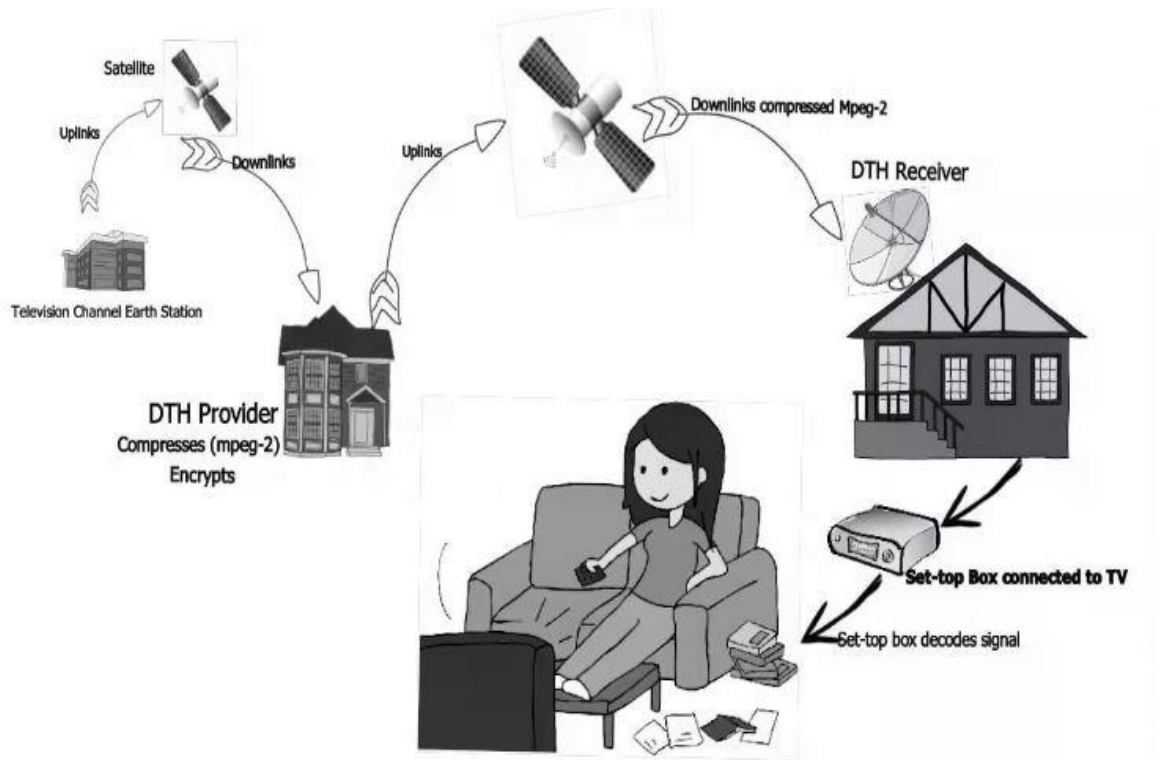
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# CHAPTER I

## BACKGROUND

- 1.1 India has a large base of pay TV subscribers. Predominantly, the pay TV services are being delivered through Cable TV and Direct to Home (DTH) systems. Other modes of TV broadcasting such as Internet Protocol TV (IPTV), Head-end In the Sky (HITS) have miniscule subscriber base as compared to the Cable TV and the DTH systems. At present, there are 4 pay DTH operators (the services of M/s Independent TV have recently been suspended) providing TV services through addressable systems in the country.
- 1.2 DTH services requires a Customer Premises Equipment (CPE) which is connected with the TV set. The CPE comprises of a Set Top Box (STB), a small Dish antenna along with Low-Noise Block Converter (LNBC) and Radio Frequency (RF) cable as depicted in **Figure 1**.



**Figure 1: DTH Transmission Schema**

- 1.3 In general, DTH service is the one in which many channels are digitally compressed, encrypted and beamed from satellites. DTH transmission does not need any commercial intermediary, since an individual user is directly connected to the DTH operator. The programmes can be directly received at homes as shown in the Figure 1. This mode of reception requires small dish antennas installed at convenient locations in the homes/buildings. A digital receiver (set top box) is needed to receive the multiplexed signals. The set top box decrypts the signals for viewing on TV.
- 1.4 The extant SATCOM policy of DoS doesn't permit DTH operators to acquire Ku band transponders directly from the satellite owners as in the case of C-band capacity. At present, Antrix<sup>1</sup>, acquires and allocates necessary Ku band transponder capacity from foreign satellites to meet the requirements of DTH operators. Antrix, in turn, enters into back to back agreements with the foreign satellite owners for shorter periods. At present, the allocation of transponders on satellites to DTH operators is as follows:

S.No.	Name of DTH Operator	Name of Satellite	Indian/Foreign
1	Dish TV India Ltd d2h	GSAT 15	Indian
		SES 8	Foreign
		ST2	Foreign
2	Tata Sky Ltd	INSAT4A	Indian
		GSAT10	Indian
3	Sun Direct TV Pvt Ltd	GSAT-15	Indian
		MEASAT-3B	Foreign
		MEASAT-3	Foreign
4	Bharti Telemedia Ltd	SES 7	Foreign
		SES 9	Foreign

**Table 1: Satellite information of DTH operators**

- 1.5 From Table 1, it can be seen that most of the DTH operators are provided capacity on foreign satellites, have footprints covering India and other nearby countries. This phenomenon is recognized by United Nations that satellite services are used for transmission of TV channels and the footprints of the satellites cannot be confined to political/geographical

<sup>1</sup> Antrix Corporation Limited (Antrix), incorporated on 28 September 1992 (under the Companies Act, 1956), is a wholly owned Government of India Company under the administrative control of Department of Space (DoS)

boundaries of any particular country which is purely because of the nature of satellite-based operations.

- 1.6 As per the DTH License issued by Ministry of Information & Broadcasting (MIB), the DTH platforms in India are permitted to have subscribers only within the territory of India. However, due to the satellite footprints overspill, signals intended for Indian audience are reported to be available beyond the Indian territory.
- 1.7 TRAI has received a reference from MIB vide its letter dated 27<sup>th</sup> December 2018 wherein TRAI has been requested to give considered recommendations on desirability or otherwise of Know Your Customer (KYC) for Set Top Boxes, in DTH Services and if desirable, then the process for the same. MIB has also mentioned in the said letter that Ministry of Home Affairs (MHA) has suggested that the following safeguards can be applied for restricting illegal DTH equipment to other countries: -
- “The DTH equipment may be sold to the customers only after filling of KYC form by them and verification done according to Aadhaar Card. As in mobiles, the location-based services (LBS) needs to be made active in DTH set top boxes to check their location in accordance with customer ID/Card ID”*
- 1.8 Know your customer (KYC) is the process of identifying and verifying the identity of customers of a service. KYC verifies and maintains records of the identity and address of customers. A KYC verification process inter-alia requires Proof of Identity (PoI) – Passport, Voter ID Card, PAN Card, Driving Licence or any other document notified by Government of India and Proof of Address (PoA) – Passport, Voter ID Card, Driving Licence, Telephone Bill & Electricity Bill (not older than last three months) etc. or any other document notified by Government of India.
- 1.9 MIB, vide its letter dated 26<sup>th</sup> March 2019, has also provided information regarding the safeguards that can be applied for restricting smuggling of DTH equipment illegally to other countries: -
- a) Filling of KYC form and verification of Aadhar Card may be mandatory for any customer purchasing DTH equipment. In order to

check location in accordance with customer ID/Card ID, location-based services need to be made active in DTH set top boxes.

- b) The DTH operators may be asked to operate on satellites having coverage in India only. They can block the services of the identified foreign customer by checking KYC. Physical verification of DTH boxes of each subscriber may be carried out on regular interval.
- c) GPS enabled set top boxes with geo-fencing to Indian coordinates only may be used to restrict the illegal DTH run in other countries.
- d) MIB and TRAI may prepare KYC verification process to ensure that STB used by Indian DTH operators are only working in India.
- e) There is a need to bring down dependence on foreign satellites.

1.10 In view of above and to address the issues related to KYC of DTH set top boxes in totality, TRAI issued a consultation paper<sup>2</sup> on 19<sup>th</sup> July 2019.

1.11 The stakeholders were invited to submit written comments on the issues raised in the consultation paper. These were put in public domain with an objective to enable stakeholders to submit counter comments. All the comments and counter-comments are available on TRAI website<sup>3</sup>. Subsequently, an Open House Discussion (OHD) was also held on 26<sup>th</sup> September 2019, in Delhi, to seek the views of the stakeholders on various issues.

1.12 Based on the inputs received from stakeholders and internal analysis, the Authority has arrived at these recommendations on the key issues. Chapter II deals with various issues related to KYC of DTH set top boxes related to KYC of DTH set top boxes. Summary of all the recommendations is available in Chapter III.

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<sup>2</sup> [https://main.trai.gov.in/sites/default/files/CP\\_KYC\\_19072019.pdf](https://main.trai.gov.in/sites/default/files/CP_KYC_19072019.pdf)

<sup>3</sup> <https://main.trai.gov.in/consultation-paper-kyc-dth-set-top-boxes>

## **CHAPTER II**

### **ISSUES AND ANALYSIS**

2.1 As mentioned in the previous chapter, TRAI has received a reference from Ministry of Information & Broadcasting (MIB) vide its letter dated 27<sup>th</sup> December 2018 wherein TRAI has been requested to give its considered recommendations on desirability or otherwise of Know Your Customer (KYC) for Set Top Boxes, in DTH Services and if desirable, then the process for the same. MIB has also mentioned in the said letter that MHA has suggested that the following safeguards can be applied for restricting illegal DTH equipment to other countries: -

*“The DTH equipment may be sold to the customers only after filling of KYC form by them and verification done according to Aadhaar Card. As in mobiles, the location-based services (LBS) needs to be made active in DTH set top boxes to check their location in accordance with customer ID/Card ID”*

2.2 Further, MIB has also provided information vide its letter dated 26<sup>th</sup> March 2019, regarding the safeguards that can be applied for restricting smuggling of DTH equipment illegally to other countries: -

- a. Filling of KYC form and verification of Aadhar Card may be mandatory for any customer purchasing DTH equipment. In order to check location in accordance with customer ID/Card ID, location-based services need to be made active in DTH set top boxes.
- b. The DTH operators may be asked to operate on satellites having coverage in India only. They can block the services of the identified foreign customer by checking KYC. Physical verification of DTH boxes of each subscriber may be carried out on regular interval.
- c. GPS enabled set top boxes with geo-fencing to Indian coordinates only may be used to restrict the illegal DTH run in other countries.
- d. MIB and TRAI may prepare KYC verification process to ensure that STB used by Indian DTH operators are only working in India.
- e. There is a need to bring down dependence on foreign satellites.

- 2.3 After receiving reference from MIB, a committee was formed consisting all the DTH operators and inputs were sought on the issue of KYC for DTH set top boxes. DTH operators informed that a subscriber while applying for a new DTH connection provides his name, address and mobile number. These details are entered in the Consumer Relationship Management (CRM) software. Once the details are captured in CRM, the same is provided to the field engineer for installation of the DTH connection. Most of the DTH operators have also suggested that conducting physical inspection for each and every STB installed throughout the country will not be a feasible exercise as it would require massive efforts, man-power, resources and would lead to a poor subscriber experience and will also lead to several disputes. The cost of such verification exercise would invariably be passed onto the subscribers.
- 2.4 Mobile connection in the country is activated after verification of PoI and PoA documents of the subscriber. In most of the cases mobile number is registered with the DTH connections. The mobile number is also used by the subscriber for login into their account and for reaching to the call centre of their DTH operator. During the discussion, some of the DTH operators also mentioned that one-time password (OTP) has become norm for so many services including critical services such as banking etc, same can be used for DTH set top boxes. They also argued that in case a subscriber is verified through an OTP on subscriber mobile and set top box is installed at the address provided by the subscriber in the Consumer Application Form(CAF), it should be sufficient, and no additional measure may be required for traceability of the user.
- 2.5 Based on the MIB reference, information provided by MIB, report submitted by the committee of DTH operators, the issues related to KYC of set top boxes for DTH services have been classified into following three broad categories:
- A. Need of KYC of DTH set top boxes, and if required then the process to be followed.



B. Whether one-time KYC is enough at the time of installation or verification is required to be done on periodic basis.

C. To examine the viability of location-based services (LBS) in the DTH set top boxes to track its location, and the cost implication thereof.

2.6 Responses received from the stakeholders in the form of comments, counter-comments and submissions during the open house discussions on the issues listed above have been duly deliberated and analysed in the following sections.

**Issue A: Need of KYC of DTH set top boxes, and if required, the process to be followed**

2.7 The fundamental point of the MIB reference is, whether there is a need for prescribing KYC norms to ensure that STB used by Indian DTH operators are only working in India. If so, what should be the procedure for that.

2.8 Quite-a-few stakeholders, mainly broadcasters, and their association are in favour of prescribing a KYC process for subscribers of DTH operators. These broadcasters contended that KYC should not be restricted to only DTH operators but should also be applicable to other DPOs such as MSOs and HITS operators in particular. Some of these stakeholders suggested that KYC is necessary to curb smuggling of boxes outside India where they are used for illegal and unauthorised reception and/or retransmission of signals of channels. Due to such piracy, broadcasters are facing huge revenue losses. Regarding CAF they commented that mere filling up of CAF or e-CAFs is not enough in tackling piracy as there is no mechanism to ascertain veracity of the information provided. Some other stakeholders were of the view that KYC or e-KYC would curtail financial frauds, money laundering, benami/illegal business activities etc

2.9 On the contrary, majority of other stakeholders have suggested mainly DTH operators that there is no need for introducing any KYC for DTH set top boxes. They stated that existing practices have sufficient information regarding installation and verification of the subscribers. They are also of the

view that introducing new norms will unnecessarily burden the consumers financially and KYC will not solve the purpose what MIB is looking for.

- 2.10 As far as the process to be followed for KYC is concerned, some stakeholders mentioned that the DTH retailer/seller should be mapped to the customer to know the retailer/seller details. There were suggestions that PoA, PoI of the consumer as well as that of retailers/sellers/service franchisee (Installation Agency) should also be mandated to be attached with the CAF. One stakeholder suggested that there should be a three-way OTP system one to the subscriber's registered mobile number, second to the STB via b-mail and third to the mobile number of the operator's engineer/technician visiting the consumer premise to install and activate the STB. The STB shall only be activated with combination of these three OTPs. Some stakeholders agreed that specifying a standard format may be useful.
- 2.11 During the OHD, the views of stakeholders were more inclusive and balanced. Most of the stakeholders were not in favour of prescribing any KYC for DTH services. The arguments advanced during the deliberations were based on the fact that DTH is a broadcast service, unlike telecom service, and broadcasting is considered as non-critical service, therefore there is no need for capturing KYC. The stakeholders commented that collecting PoI and PoA will also add to the inconvenience and cost to subscribers. It was also mentioned by the stakeholders that DTH has the maximum potential to reach far flung rural remote areas, hilly areas and to the defence personnel who are deployed at high altitudes where cable service cannot reach, are availing the DTH services. Capturing KYC in such areas would be very difficult.
- 2.12 TRAI has introduced a new regulatory framework for broadcasting & cable services which was duly notified on 3<sup>rd</sup> March 2017 and it came into force with effect from 28<sup>th</sup> December 2018. The Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection Regulations, 2017 has mandated a Consumer Application Form (CAF) in Schedule-I (**Annexure-I**) under sub-regulation (5) of regulation 3 of which reads as under:

*(5) Every distributor of television channels or its linked local cable operator, as the case may be, offering broadcasting services related to television, shall devise a Consumer Application Form, either in electronic format or print format or both, for initial subscription to such services containing the information as provided in the Schedule I of these regulations.*

2.13 CAF is a document that contains all the information pertaining to the consumer which is provided to the Distribution Platform Operators (DPO) whenever a request is made by the consumer for the provisioning of services. It further contains the information pertaining to the services to be availed and the cost thereof. CAF, therefore, is an agreement between the DPO and the consumer, which sets out the terms and conditions for the purpose of services being asked for by the consumer and thereafter, to be provided by the DPO. CAF is necessary for availing TV broadcasting services from the DPOs and the services to a subscriber shall be activated only after entering the details of relevant information obtained through CAF in the Subscriber Management System (SMS). CAF contains information such as subscriber name, address, contact number etc. but DPOs are not mandated to collect documents related to POA and POI of the subscribers.

2.14 On receiving reference from MIB, as mentioned earlier, a committee was formed consisting all the DTH operators and inputs were sought on the issue of KYC for DTH set top boxes. As reported by the DTH operators, whenever a subscriber books any new DTH subscription account, his name, address and mobile number are recorded in the CAF as prescribed by TRAI. These details are captured in the CRM software. In case of corporate connection, address of the company/organisation/hotel etc. and the mobile number of the authorised representative of the said company/organisation/hotel etc. is recorded. Once the details are captured in CRM, the same is provided to the engineer over message/call on his mobile for installation purpose. The team installs the DTH connection at the address of the consumer provided in the CAF. Earlier DTH operators were using only physical CAF. After an advisory issued by TRAI on 5<sup>th</sup> February 2016 for use of electronic Customer Application Form(e-CAF) (**Annexure-II**), some of the DPOs have started using

e-CAF. Further, QoS Regulation 2017 also allows DPOs to collect the CAF form electronically.

2.15 As mentioned above that though some stakeholders were of the view that KYC would curtail financial frauds, money laundering, benami/illegal business activities etc., however they were not able to explain how it will prove as a deterrent for the said activities. In fact, KYC norms in banking and mobile services(including the proof of identity and address of the new subscriber such as PAN Card, Voter ID, Driving License, Passport, etc) are critical from KYC point of view as consumer has to be identified to detect fraud or for security breach. Further in case of mobile services, there has always been requirement of proper verification of documents and KYC process. However, in case of internet, broadband as well as fixed line or a gas connection, KYC norms had never been so stringent as connection has to be installed at the premises specified by subscriber only and address of the subscriber is verified by provision of service itself. In fact, address mentioned in the fixed line and gas connection is accepted as a valid proof of address (POA) in many cases.

2.16 In telecom sector, DoT initially mandated that all Unified Access Services Licensees (UASL)/Cellular Mobile Telephone Services (CMTS) should use “Aadhaar” e-KYC service of Unique Identity Authority of India (UIDAI) for issuing new mobile connections and re-verification of existing subscribers. However, pursuant to the judgment of Hon’ble Supreme Court, to discontinue the use of ‘Aadhaar’ e-KYC service of UIDAI for re-verification of existing subscribers, DoT has issued an Order dated 26.10.2018 to discontinue the use of ‘Aadhaar’ e-KYC service. Thereafter, DoT has issued an Order dated 03.04.2019 for alternate Digital KYC(D-KYC) process for issuing new mobile connections to subscribers. DoT has further issued an Order dated 19.08.2019 to all Unified Licensees/UASL/CMTL specifying formats for CAF and database to be maintained by the Licensees in respect of D-KYC process.

2.17 The Authority noted that generally there is a Registered Mobile Number (RMN) linked with DTH connection and the connection is installed by the

representative of the DTH operator at the premise provided by the consumer. In telecom, there is mandatory KYC requirement for issuing new mobile connections and re-verification of existing subscribers by service providers. This requirement of mandatory KYC can be leveraged for the DTH connection for all the subscribers who have registered their mobile number with their DTH connection.

2.18 In view of the above, the Authority is of the view that as long as connection is being provided at the premise mentioned by the consumer as indicated in the CAF and second level of authentication is done through OTP received on the RMN of the subscriber, there is no need to have an exclusive KYC for DTH services. However, in cases where mobile number is not linked with DTH services, DTH operators should collect Proof of Identity in case of individual or some relevant document in case of corporate connection either physically or in electronic form.

2.19 **Accordingly, the Authority recommends that:**

**(a) DTH operator should install the DTH connection at the address mentioned in the Customer Application Form (CAF) only and the address of such installed set top box must be verified by the representative of the DTH operator and record of such installation shall be maintained by the DTH operator.**

**(b) DTH operator should ensure identity of the subscriber by sending the one-time password (OTP) to his registered mobile number.**

**(c) In cases where registered mobile number is not provided by the subscriber/corporate body, DTH operator should collect Proof of Identity or any other similar document which can establish the identity of the user either in physical or electronic form before provisioning of DTH connection.**

**Issue B: Whether one-time KYC is enough or verification is required to be done on periodic basis**

2.20 On the issue of whether one-time KYC is enough at the time of installation or it should be verified on some periodic basis, the stakeholder's opinion

seems to be divided. Stakeholders who were not in favour of KYC suggested that one-time KYC, which is ratified by the installation team, commissioning the CPE at the location as prescribed in CAF, should suffice. They are of the view that physical verification will put a huge cost and will also cause inconvenience to the subscribers. According to them, in the era of emerging technologies, physical verification does not seem to be a viable option. Some stakeholders suggested that 90-95% of DTH boxes are attached with a mobile number either pre-paid or post-paid, which is termed as a registered mobile number (RMN) for that particular STB and since all the mobiles are already KYC compliant in the country, DTH can also leverage this. Using an OTP based verification on the RMN or on the TV screen and/or a combination of both ensures that DTH subscription is active.

- 2.21 DTH operators mentioned that physical re-verification exercise will pose its own complex challenges like subscribers not giving appointment; subscribers not permitting physical inspection of his premises; subscribers not available; subscribers premises locked. They further elaborated that there may be cases in which the STB is not available at the consumer premise as provided in the CAF, since the subscribers has relocated within India and not smuggled outside the country and the new address is not updated in the CAF.
- 2.22 On the contrary, stakeholders supporting the need for KYC opined that physical verification of all the boxes should be carried out on a regular basis. On the issue of periodicity of such verifications, different suggestions have been given varying from random verification to 150 days to six months to one year or every three years, and such verification to be done using OTP.
- 2.23 The Authority observed that the physical verification will require a technician to visit the household physically and confirm the address against the address provided in CAF at the time of installation. At present, there is no technological solution available to verify the location of installed set top box but to visit physically the consumer premise. Looking at the huge number of seeded STBs, the cost of physical verification would be

substantially high for DTH operators which may be passed on to the subscribers.

2.24 The Authority is of the view, efforts should be made by the DTH operators to link the mobile number of such subscribers to their DTH subscription account and the said activity should be completed within a period of two years. Further, in cases where it is not possible to link the subscriber with his mobile number, document for proof of identity of the subscriber shall be taken by the DTH operator.

2.25 **Accordingly, the Authority recommends that there is no need to mandate physical verification at regular intervals as it will incur huge cost burden for DTH operators and inconvenience to the consumers. However, for existing set top boxes, which are not attached to any mobile number of the subscribers, efforts should be made by the DTH operator to associate such set top boxes issued by them to link with a mobile number within a period of two years. Further in case where it is not possible to link with a mobile number, document for proof of identity of the subscriber should be collected by the DTH operator.**

**Issue C: To examine the viability of location-based services (LBS) in the DTH set top boxes to track its location, and the cost implication thereof**

2.26 In response to the issue mentioned in the consultation paper, most of the stakeholders (mainly DTH operators) are not in favour of incorporation of LBS in DTH set top boxes. One of the stakeholders has commented that incorporating location-based services and tracking location may violate Right to Privacy of consumers. Few individuals mentioned that it may only help broadcasters to monitor consumer preferences on a real time basis, which is concern to privacy for consumers and if, in case GPS/ LBS is activated, it will compromise the safety of our countrymen/defence personal/paramilitary forces such as CRPF, ITPF. Further, GPS/LBS can be manipulated, tampered or bypassed.

2.27 One stakeholder has also commented that, in broadcast environment, there is no return communication path with transmitting agency. Broadcast, in

principle, is one to many wireless communications. He further mentioned that LBS as being envisaged, implies RF transmission from the STB detectible in GPS. This is bound to add costs to STB, besides pushing it into telecom domain, which is point to point communication, vastly different from Broadcast and hence falls outside the jurisdiction of MIB. Further, it has been also stated that location-based services are not implemented anywhere in the world for DTH services.

- 2.28 On the contrary, quite-a-few stakeholders have suggested that there is need to incorporate LBS in the existing DTH STBs as well as to be mandated for all new STBs of all DPOs to track location and facilitate verification.
- 2.29 One stakeholder commented that the cost implication for LBS ought to be borne by DPO and broadcasters ought not be compelled to provide their content to DPOs who are unable to ensure that their equipment is not capable of being misused. The stakeholder further stated that the industry and specially the regulator ought to adopt zero-tolerance approach when it comes to piracy prevention measures.
- 2.30 The Authority has observed that at DTH operators are collecting CAF filled by subscribers before subscribing to TV services. As recommended in para 2.19, representative of the DTH operator has to verify the actual address where the STB is installed is same as mentioned in the CAF. Therefore, in any case, address will be verified by the DTH operator before installation of DTH connection at the address.
- 2.31 After analysing all the comments received on this issue, the Authority is of the view that provisioning of the LBS would unnecessary increase the cost of equipment, which has to be borne by the subscribers without any substantial gain to the industry. In fact, no stakeholders has submitted any concrete figure with respect to the extent of revenue loss due to carrying of set top box to another country as apprehended by some stakeholders. In a nutshell, cost overweigh the benefits (cost-benefit analysis) in provisioning LBS facility in set top boxes. Hence it would not be appropriate to mandate location-based services in DTH set top boxes owing to its nature of being unidirectional services in broadcast mode.



**2.32 Accordingly, the Authority recommends that there is no need to mandate DTH operators to incorporate Location Based Services (LBS) in DTH set top boxes.**

## **CHAPTER III**

### **SUMMARY OF RECOMMENDATIONS**

#### **3.1 The Authority recommends that:**

**(a) DTH operator should install the DTH connection at the address mentioned in the Customer Application Form (CAF) only and the address of such installed set top box must be verified by the representative of the DTH operator and record of such installation shall be maintained by the DTH operator.**

**(b) DTH operator should ensure identity of the subscriber by sending the one-time password (OTP) to his registered mobile number.**

**(c) In cases where registered mobile number is not provided by the subscriber/corporate body, DTH operator should collect Proof of Identity or any other similar document which can establish the identity of the user either in physical or electronic form before provisioning of DTH connection. [Refer Para. 2.19]**

#### **3.2 The Authority recommends that there is no need to mandate physical verification at regular intervals as it will incur huge cost burden to the DTH operators and inconvenience to the consumers. However, for existing set top boxes, which are not attached to any mobile number of the subscribers, efforts should be made by the DTH operator to associate such set top boxes issued by them to link with a mobile number within a period of two years. Further in case where it is not possible to link with a mobile number, document for proof of identity of the subscriber should be collected by the DTH operator.**

**[Refer Para. 2.25]**

#### **3.3 The Authority recommends that there is no need to mandate DTH operators to incorporate Location Based Services (LBS) in DTH set top boxes. [Refer Para. 2.32]**

**SCHEDULE – I**

*(under sub-regulation (5) of regulation 3)*

**CONSUMER APPLICATION FORM**

The consumer application form may be devised in Hindi, English and the regional language of the area of operation of the distributor of television channels or its linked local cable operator, as the case may be, and shall contain the following information-

**Part A: Consumer information**

1. Name
2. Address
3. Contact Numbers (Mobile/ landline)
4. E-mail (optional)
5. Aadhaar Number (Optional)

**Part B: Service Subscription related information**

6. Details of service subscribed:
  - (a) name of a-la-carte pay channels/bouquets of pay channels and their distributor retail prices
  - (b) bouquets of FTA channels
  - (c) lock in period, if any
7. Network capacity fee—
  - (a) for up to 100 SD channels
  - (b) additional channel capacity in the slab of 25 SD channels each
8. Mode of payment (pre-paid or post paid)
9. Subscription amount to be paid (monthly/half yearly/yearly/etc.)

**Part C: CPE related information**

10. Scheme opted (Outright purchase/rental/other schemes )
11. Monthly rental for CPE if it is under rental scheme
12. Refundable security deposit for CPE if any
13. Retail price of CPE if it is under outright purchase scheme/other scheme

14. VC number
15. Type of set top box (MPEG2/MPEG4)
16. Guarantee/Warranty/AMC details

**Part D: Customer care centre related information**

17. Toll free customer care centre number
18. Any other customer care centre numbers
19. Customer care centre e-mail

**Part E: Distributor of television channel/Local Cable Operator related information**

20. Name of the distributor of television channels/LCO
21. Address
22. Contact numbers
23. Website

**Part F: Details of payment made**

24. Total Amount paid
25. Refundable security deposit, if applicable
26. Monthly rental for CPE and period of rent if applicable
27. Retail price of CPE in case of outright purchase scheme or other scheme
28. Installation charges
29. Activation fee

(Note: In case of printed CAF, Part D, Part E and Part F may be provided in the form of detachable acknowledgement receipt.)

**No.4-420/2015-B&CS  
Telecom Regulatory Authority of India  
Mahanagar Doorsanchar Bhawan  
Jawaharlal Nehru Marg  
New Delhi-11002**

**Dated: 05.02.2016**

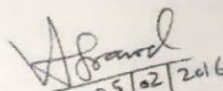
**Advisory to Distribution Platform Operators  
(DTH/MSOs/LCOs/HITS/IPTV) for use of Electronic Customer  
Application Form (e-CAF)**

It is mandatory for all Distribution Platform Operators (DPOs) to have Customer Application Form (CAF) filled up before providing services to the subscribers. Presently, the customers fill up the CAF manually in paper format. There are millions of subscribers whose CAF are being stored by the DPOs in physical format which is increasingly becoming unmanageable.

2. Concerns have been raised by DPOs as to whether e-CAF can be used in place of physical CAF as there is no specific mention about format of CAF in the present QoS Regulations viz. The Direct to Home Broadcasting Services (Standards of Quality of Service and Redressal of Grievances) Regulations, 2007 and The Standards of Quality of Service (Digital Addressable Cable TV Systems) Regulations, 2012.

3. The use of e-CAF will bring efficiencies in the process of providing and managing services to the subscribers. It will also make easier storage of millions of CAFs. The adoption of e-CAF is environment friendly and also likely to result in savings to the stakeholders. Use of digital technologies by customers is increasing day by day.

4. In view of above, the Authority is of the view that the DPOs may make use of e-CAF as an alternative to the physical CAF. A Guidelines for implementing e-CAF by DPOs is Annexed herewith.

  
05/02/2016  
**(V. K. Agarwal)**  
**Joint Advisor (B&CS)**

## **List of Abbreviations**

<b>Abbreviation</b>	<b>Description</b>
CAF	Customer Application Form
CMTS	Cellular Mobile Telephone Services
CPE	Customer Premises Equipment
CRM	Customer Relationship Management
DoS	Department of Space
DoT	Department of Telecommunications
D-KYC	Digital KYC
DPO	Distribution Platform Operator
DTH	Direct to Home
GPS	Global Positioning System
HITS	Head-end In the Sky
IPTV	Internet Protocol TV
KYC	Know Your Customer
LBS	Location Based Services
LNBC	Low Noise Block Converters
MIB	Ministry of Information and Broadcasting
MHA	Ministry of Home Affairs
OTP	One-time Password
PoA	Proof of Address
PoI	Proof of Identity
QoS	Quality of Service
RF	Radio Frequency
RMN	Registered Mobile Number
SATCOM	Satellite Communication
SMS	Subscriber Management System
STB	Set Top Box
TRAI	Telecom Regulatory Authority of India
TV	Television
UASL	Unified Access Services Licensees
UIDAI	Unique Identification Authority of India