

# MANUAL OF PRACTICE

Please visit our website [www.sundirect.in](http://www.sundirect.in) for more details and information



## CONTENTS

### Manual of Practice for direct to home subscriber As per TRAI regulations under chapter VII

"Every direct to home operator shall publish a Manual of Practice containing, among other things, the following information relating to direct to home service"

	Page
(a) Details of Call Center	4
(b) Procedure and benchmarks for complaints redressed through the call centers and through the Nodal Officers	5
(c) Rights conferred upon the direct to home subscribers under these regulations	6
(d) Duties and obligations of the Direct to Home operator	7
(e) Details of Nodal Officers	8



### Details of Call Centre numbers

Location	STD code	Tel No.
Tamil Nadu	0431	3940757
Andhra Pradesh & <u>Telengana</u>	040	39407575
Kerala	0484	3940757
Karnataka & Goa	080	39407575
Gujarat	079	39407575
Haryana	0184	3940757
Himachal Pradesh	0177	3940757
Delhi & Jammu Kashmir	011	39407575
Punjab	0172	3940757
Bihar	0612	3940757
Chhatisgarh	0771	3940757
West Bengal	033	39407575
Uttar Pradesh	0522	3940757
Madhya Pradesh	0731	39407575
Maharashtra	022	39407575
Orissa	0674	3940757
Rajasthan	0141	3940757
Jharkhand	0651	3940757

- All Non-technical related complaints will be attended within 24 hours. (Cases like Wrong recharge, Add-on not activated, etc)
- Few technical cases like Screen error will be addressed within 48 hours
- Few technical cases which require service visit will normally be addressed within 48 hours. TAT may increase depending on the customer's location and feasibility.

Instructions regarding operations of Direct to Home Customer Premises Equipment.

- Please refer to the manual given to you as a Subscriber upon the signing of the Subscription Agreement and fulfilling other requisite requirements.

## Rights conferred upon the direct to home subscribers

### As a subscriber of Sun Direct TV you are now entitled to the following:

- To receive a Direct-to-Home connection from SUN Direct TV within 5 working days of signing the subscription agreement and fulfilling all requisite requirements, subject to technical and operational feasibility.
- To receive a Customer (Subscriber) Identification Number on being connected to the Direct to Home service offered by Sun Direct TV P Ltd
- In the event of an outright purchase, rental/hire-purchase, subscriber is entitled to have an option to acquire the Customer Premises Equipment (CPE) from Sun Direct TV.
- Installation at the Subscriber premises will be carried out only in the presence of Subscriber or Subscribers Authorized Representative.
- As a 'pre-paid' Sun Direct TV subscriber you will be entitled to receive on request, at a reasonable cost and within a reasonable time, information relating to the itemized usage charges of the Direct-to-Home services availed by you for any period falling within the preceding six months immediately preceding the month in which the request shall be made by you and registered with us.
- As a 'pre-paid' Sun Direct TV subscriber you shall be entitled to receive a **unique identification number** on calling any of our toll-free or Customer care call centre numbers for any of your queries or complaints registered with us.

## Duties and obligations of the Direct to Home operator.

- Upon the signing of the Subscriber agreement form and fulfillment of all requisite requirements for the provision of the Direct-to-home services, to provide, on a non discriminatory basis, the Direct-to-Home service to every person making such a request, subject to the technical and operational feasibility.
- A specific Customer (subscriber) Identification Number shall be assigned for each application of subscription made by you.
- All requests relating to shifting, disconnection and reconnection shall be complied with in a period of 5 days after the receipt of such requests from you, subject at all times to technical and operational feasibility.
- Appropriate notice shall be given for the discontinuation of a Channel or disconnection of the Direct-to-home service. This however shall not be applicable in the event your balance as a prepaid subscriber is insufficient in your prepaid account.
- No increase in charges for a subscription package offered shall be made, nor shall there any change in the charges, for a minimum period of 6 months from the date of enrolment of the subscriber for such subscription package.
- No additional charges shall be levied (other than charges relating to and in respect of the Customer Premises Equipment) in the period when the Direct to Home services were to be discontinued by us or upon specific request from you or for any other reason, or reactivation charges for the resumption of such service/s.
- It shall be equally binding on you to assume responsibility for the safe and good upkeep of the CPE, which includes the Set Top Box (STB) installed in your premises at your request. Any damage to the CPE through negligence or mishandling would render you liable to bear the costs of the repair or replacement of the CPE, which value may be determined and changed from time to time.
- In the event of damage or loss to the CPE installed in your premises through fire, theft, burglary, riots and such other reasons including Acts of God and for reasons beyond your control, you will be obliged to prefer a complaint, register an FIR with your nearest Police Station and intimate the Company (Sun Direct TV Private Limited) within a period of 24/48 hours from the time of occurrence of the event with a copy of such FIR. Failure to comply with the same would render you liable to bear the costs of the replacement of the CPE, which value may be determined and changed from time to time.

## Details of Nodal Officers

Region	STATES	NAME OF THE NODAL OFFICER	ADDRESS	E-MAIL ADDRESS	PHONE NO.	FACSIMILE NO.
NORTH	RAJASHTHAN	Girish Verghese	SUN DIRECT TV (P) LTD 511, 5 <sup>th</sup> Floor, <del>Eastside</del> Tower Amarapalli Circle Valsah Nagar Jaipur, Rajasthan-302001	nodalraj@sundirect.in	0141- 5118866	0120 - 4673830
NORTH	UTTAR PRADESH	Girish Verghese	SUN DIRECT TV (P) LTD 364, Ground Floor, Chandrabak Ailgang, Lucknow - 226001	nodalup@sundirect.in	0522 - 4047234	0120 - 4673830
NORTH	UTTARKHAND	Girish Verghese	SUN DIRECT TV (P) LTD 364, Ground Floor, Chandrabak Ailgang, Lucknow - 226001	nodaluk@sundirect.in	0522 - 4047234	0120 - 4673830
TNP	TAMIL NADU	Ranjith N K	SUN DIRECT TV PVT LTD MURASOLI MARAN TOWERS NO. 73, MRC Nagar Main road, MRC Nagar, Chennai- 600 028.	nodaltn@sundirect.in	044 - 44676767	044 - 40679191
WEST	CHATTISGARH	Girish Verghese	SUN DIRECT TV PVT LTD No. P809, 8th Floor, Metro Tower, Near Vijay Nagar, Indore - 452010	nodalmp@sundirect.in	0731- 4235402	
WEST	MADHYA PRADESH	Girish Verghese	SUN DIRECT TV PVT LTD No. P809, 8th Floor, Metro Tower, Near Vijay Nagar, Indore - 452010	nodalmp@sundirect.in	0731- 4235402	
WEST	GUJARAT	Girish Verghese	SUN DIRECT TV (P) LTD C/O Red FM, <del>Bustak</del> <del>Complex</del> , No.402, 4 <sup>th</sup> Floor Opp. <del>Bohadi</del> Nagar Garden, Nr. Sales India, <del>Bohadi</del> Ahmedabad - 380 015	nodalgu@sundirect.in	079 - 40240333	
WEST	MAHARASHTRA	Girish Verghese	SUN DIRECT TV (P) LTD No.701/702, Dilip Chambers Anheri West, Off Anheri Link Road, Mumbai - 400053	nodalmah@sundirect.in	022- 42109797	



## Details of nodal officers

Region	STATES	NAME OF THE NODAL OFFICER	ADDRESS	E-MAIL ADDRESS	PHONE NO.	FACSIMILE NO.
KAR	KARNATAKA	Chandra Sekhar P	SUN DIRECT TV (P) LTD MARAN TOWERS, Ground Floor, 9, Brunton Road, Off M.G Road, Bangalore 560025.	nodakar@sundirect.in	080 44676767	
KRL	KERALA	Dushyanth K.K.	SUN DIRECT TV (P) LTD Trans Asia Corporate Park XIV/396-C, 7th floor, Seaport Airport Road, Chiltefukara Kakkanad, Cochin - 682 037	nodaker@sundirect.in	0484 - 6624097	
NORTH	CHANDIGARH	Girish Verghese	SUN DIRECT TV (P) LTD S.C.D.No.292, 2 <sup>nd</sup> Floor Sector 32-D, OPP Nirman Theatre, Chandigarh -160031	nodalchand@sundirect.in	0172 - 4300400	0120 - 4673830
NORTH	DELHI/INCR	Girish Verghese	SUN DIRECT TV (P) LTD Star House A-102 Ground Floor Sec-4, Noida-201301	nodalnr@sundirect.in	0120- 4673800- 29	0120 - 4673830
NORTH	HARYANA	Girish Verghese	SUN DIRECT TV (P) LTD S.C.D.No.292, 2 <sup>nd</sup> Floor Sector 32-D, OPP Nirman Theatre, Chandigarh -160031	nodalhar@sundirect.in	0172 - 4300400	0120 - 4673830
NORTH	HIMACHAL PRADESH	Girish Verghese	SUN DIRECT TV (P) LTD S.C.D.No.292, 2 <sup>nd</sup> Floor Sector 32-D, OPP Nirman Theatre, Chandigarh -160031	nodalhp@sundirect.in	0172 - 4300400	0120 - 4673830
NORTH	JAMMU & KASHMIR	Girish Verghese	SUN DIRECT TV (P) LTD S.C.D.No.292, 2 <sup>nd</sup> Floor Sector 32-D, OPP Nirman Theatre, Chandigarh -160031	nodaljk@sundirect.in	0172 - 4300400	0120 - 4673830
NORTH	PUNJAB	Girish Verghese	SUN DIRECT TV (P) LTD S.C.D.No.292, 2 <sup>nd</sup> Floor Sector 32-D, OPP Nirman Theatre, Chandigarh -160031	nodalgp@sundirect.in	0172- 4300400	0120 - 4673830

## Details of Nodal Officers

Region	STATES	NAME OF THE NODAL OFFICER	ADDRESS	E-MAIL ADDRESS	PHONE NO.	FACSIMILE NO.
APP	ANDHRA PRADESH & TELENGANA	Y V Reddy	SUN DIRECT TV (P) LTD Uma Aiswarya House, No- 8-02/1 IAG, (1 <sup>st</sup> Floor) Road No.7, Banjara Hills Hyderabad - 500 034	nodalapp@sundirect.in	040 40182423, 040 40182424 040 40182425	
EAST	ASSAM	Debarun Chakraborty	SUN DIRECT TV (P) LTD 4th Floor, Bordichilla Bhawan (Khe) Bhanganam, Guwahati - 781005	nodalasm@sundirect.in	0361 2465156/58	
EAST	BIHAR	Debarun Chakraborty	SUN DIRECT TV (P) LTD 2nd Floor, <del>Seega</del> Plaza, Plot No.45, UNIT - IV, <del>Mouta Shourya Nagar,</del> <del>Boutossepat</del> - 751001	nodalbihar@sundirect.in	0674 - 2510051/52	
EAST	JHARKHAND	Debarun Chakraborty	SUN DIRECT TV (P) LTD 2nd Floor, <del>Seega</del> Plaza, Plot No.45, UNIT - IV, <del>Mouta Shourya Nagar,</del> <del>Boutossepat</del> - 751001	nodaljd@sundirect.in	0674 - 2510051/52	
EAST	ORISSA	Debarun Chakraborty	SUN DIRECT TV (P) LTD 2nd Floor, <del>Seega</del> Plaza, Plot No.45, UNIT - IV, <del>Mouta Shourya Nagar,</del> <del>Boutossepat</del> - 751001	nodalor@sundirect.in	0674 - 2510051/52	
EAST	SIKKIM & WB	Debarun Chakraborty	SUN DIRECT TV (P) LTD 3A, <del>Gardhat</del> Road <del>Deutscha</del> Building, 5th floor <del>Ballyunga, Ebat</del> Kolkata - 700019	nodalaskm@sundirect.in nodalwb@sundirect.in	033 - 40207676	
SOUTH	GOA	Chandra Sekhar P	SUN DIRECT TV (P) LTD MARAN TOWERS, Ground Floor, 9, Brunton Road, Off M.G Road, Bangalore 560025.	nodakar@sundirect.in	080 44676767	

1. Purchase your recharge voucher of the desired denomination from your nearest dealer.
2. Scratch the silver panel at the backside of the recharge voucher to reveal the 16 digits recharge code.
3. Call the help line number (STD Code) + 39407575, 76010 12345
4. Identify yourself by your customer / subscriber ID, STB number and Smart Card number. All three numbers are compulsorily required for the successful recharge of your account.
5. Inform your 16 digits recharge card number.
6. Your account is automatically loaded with the viewing value as per the amount of the recharge voucher.

#### **Recharge by SMS**

All Mobile Networks - 58585  
9600058585

*Type: RCG<space><Smartcard number><space><pin number>*

#### **For Queries & complaints**

Call Toll Free **1-800-200-7575**  
Call Toll Number - 7601012345

# MANUAL OF PRACTICE

For the information of and use by Subscribers of SUN Direct TV P Ltd only