

MANUAL OF PRACTICE

(Under Schedule IV of the Telecommunication (Broadcasting and Cable)
Services Standards of Quality of Services and Consumer Protection (Addressable
Systems) Regulations, 2017 (“Regulation”))

Sun Direct TV Private Limited

Murasoli Maran Towers, 73, MRC Nagar Main Road
MRC Nagar Chennai- 600 028, Tamil Nadu, India

Tel: 044- 4467 6767 *Fax:* 044 – 4067 9191

Email: info@sundirect.in

S.No.	Particulars
1	Name and address of the distributor of television channel
2	Term and conditions of services offered by the distributor of television channel
3	Name, designation and email, contact telephone number, facsimile number and address of the Nodal Officer
4	Details of the provisions for Consumer Protection as specified in the Regulation
5	Procedure and benchmark for complaint redressal

1. NAME AND ADDRESS OF THE DISTRIBUTOR
OF TELEVISION CHANNEL

SUN DIRECT TV PRIVATE LIMITED

Murasoli Maran Towers, 73, MRC Nagar Main Road

MRC Nagar Chennai- 600 028, Tamil Nadu, India

Tel: 044- 4467 6767 *Fax:* 044 – 4067 9191

Email: info@sundirect.in

**2. TERMS AND CONDITIONS OF SERVICES OFFERED BY
THE DISTRIBUTOR OF TELEVISION CHANNEL**

Please click herein for the contact details of Terms and Conditions:
https://www.sundirect.in/content/uploads/documents/consumer_corner/esaf.html

3. NAME, DESIGNATION AND EMAIL, CONTACT TELEPHONE
NUMBER, FACSIMILE NUMBER AND ADDRESS
OF THE NODAL OFFICER

Please click herein for the contact details of Sun Direct Nodal Officers:

<http://www.sundirect.in/nodal-officers>

4. DETAILS OF THE PROVISIONS FOR CONSUMER PROTECTION AS SPECIFIED IN THE REGULATION

a) Disruption of broadcasting services related to television:

In case signals of television channels to a subscriber are continuously disrupted for a period exceeding seventy-two [72] hours, Sun Direct will reduce the subscription charges of the subscriber by an amount equivalent to the proportionate distributor retail price and network capacity fee in respect of such channels for the entire period of such disruption:

Provided that the period of such disruption will be calculated from the time the subscriber registers the complaint.

Provided further that nothing contained in this sub-regulation shall apply in case the disruption is caused due to natural calamities.

b) Price Protection for advance subscription payment

In case a subscriber avails the service with a lock-in period or the subscription charges are paid in advance for a specific period in pursuance of any scheme offered by the Sun Direct, Sun Direct will continue to provide such services for such period to the subscriber without any increase in the price of subscription and without altering the other terms of subscription to the disadvantage of the subscriber.

c) Temporary discontinuation of service

- i. Upon receiving a request from a subscriber, Sun Direct will temporarily suspend the services.

Provided, such request shall be made by subscriber 15 days prior to the date of such suspension.

Provided further that such temporary suspension shall be for a minimum period of one month and in the multiple thereof.

- ii. During the temporary suspension, Sun Direct will not charge any amount from the subscriber except the rent for the customer premises equipment provided under the rental scheme.
- iii. A subscriber remains suspended for a period exceeding 3 [three] months, such subscriber will not be counted as an active subscriber and Sun Direct is permitted to deactivate from subscriber management system.

- iv. Upon receiving a request from the subscriber, Sun Direct will restore the services within 72 hours:

Sun Direct will charge a restoration fee of Rs.25/- for a period not exceeding 3 [three] months and

Rs.100/- as re-activation fee for restoration of services, if such services have remained suspended for a period exceeding 3 [three] months.

d) Disconnection of broadcasting services related to television:

- (1) Upon request from a subscriber, Sun Direct will disconnect the services from the date indicated in his/her request. Sun Direct will refund the deposits within a period of 7 [seven] days.

Provided the subscriber shall make such request for disconnection at least 15 [fifteen] days prior to the date of disconnection.

- (2) Sun Direct shall not disconnect the services without giving a prior notice of at least 15 [fifteen] days, indicating the reasons for such disconnection and the period of 15 [fifteen] days shall be reckoned from the date of disconnection notice to the subscriber.

- (3) The notice for disconnection of the services as referred in sub-regulation (2) shall be communicated by running scrolls on television screens and sending Short Message Service to the registered mobile number of the subscriber.

Provided it is permissible to employ other means of communicating the notice to the subscriber such as e-mail, b-mail and other methods as may be deemed appropriate.

e) Term and Conditions for billing and payment

- (1) Sun Direct will acknowledge pre-paid payments to the subscriber and ensure that the subscriber management system is updated accordingly.

- (2) The billing cycle for pre-paid payment option shall be thirty days from the date of activation of services.

- (3) Sun Direct will maintain the records of billing and payment of subscribers on its website, for at least preceding six months and will provide login access to the subscribers to their accounts.

Provided that such records of subscriber shall contain itemized usage details of:

- (a) Network capacity fee
 - (b) Rental charges for customer premises equipment, if any
 - (c) Charges for pay channels and bouquets of pay channels subscribed by subscriber during the period of billing cycle
 - (d) Any other charges which has been levied in compliance with the provisions of these regulations and
 - (e) Taxes in conformity with applicable laws
- (4) It is permissible for Sun Direct to temporarily suspend the services of a prepaid subscriber in case of non-availability of balance amount in his/ her account.

Provided that in case the services of subscriber remain suspended continuously for a period of three months, such subscriber shall not be counted as an active subscriber and it is permissible to deactivate such subscriber from subscriber management system.

Provided further that Sun Direct shall upon the recharge of balance amount in subscriber's account, restore services and may charge an amount not exceeding Rs.100/- as re-activation fee from the subscriber for restoration of services if such services have remained suspended continuously for a period exceeding three months.

(5) PROCEDURES AND BENCHMARK FOR COMPLAINT REDRESSAL

Subscriber may lodge his/ her complaint through the following modes:

1. **Helpline: 1800 103 7575 (Toll Free) / 1800 123 7575 (Toll Free) / 76010 12345 & [(STD-Code)-4439959(5) - Refer above for details]**

(Calls to Helpline would be charged as per the applicable telecom tariffs of customer)

- Our Customer Support Centers are equipped to interact with subscribers in 9 languages.
- On lodging of the complaint, a Service Request Number will be assigned and conveyed on call.

2. **Email: customercare@sundirect.in**

- Acknowledgement with Service Request Number will be shared.

3. **Nodal Officer (refer above for details)**

- As a second level escalation, write or call to the Nodal Officers. While reaching out to the Nodal Officers, the Service Request Number provided by the Customer Support Center will need to be quoted.

Benchmarks for Redressal of Complaints through Call Center & Nodal Officers:

Action	Time Limits
Responding to Complaint	
i) Received during office hours	Within 8 hours
ii) Received after office hours	Next working day
Resolution of "No Signal" complaints	Complaints received shall be redressed & signal restored within 24 hours
Resolution of complaints related to billing	Within 7 days
*Refund	30 days from date of complaint
Resolution of complaints (Except billing)	Within 72 hours