



भारतीय दूरसंचार विनियामक प्राधिकरण
Telecom Regulatory Authority of
India
[भारत सरकार / Government of India]



Dated: 1st October 2026

DIRECTION

Subject: Direction under section 13, read with sub-clauses (i) and (v) of clause (b) of sub-section (1) of section 11, of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) regarding publication of tariff offers, etc.

F. No. D/(3)/2026-FEA-I: Whereas the Telecom Regulatory Authority of India (hereinafter referred to as the "Authority"), established under sub-section (1) of section 3 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) (hereinafter referred to as the "TRAI Act, 1997"), has been entrusted with discharge of certain functions to, *inter alia*, regulate the telecommunication services; ensure compliance of terms and conditions of license; protect interest of service providers and the consumers of telecommunication service; and promote and ensure orderly growth of the telecom sector;

2. And whereas, in exercise of the power conferred upon it under sub-section (2) of section 11 of TRAI Act, 1997, the Authority has notified the Telecommunication Tariff Order, 1999 and clause 9 of the said Tariff Order, *inter-alia*, provides that tariffs to be charged by service providers from subscribers for telecommunication services along with the conditions thereof shall be published in such manner as the Authority may, from time to time, direct;

3. And whereas the Authority, in exercise of the powers conferred upon it under section 13, read with sub-clauses (i) and (v) of clause (b) of sub-section (1) of section 11, of TRAI Act, 1997 and clause 9 of the Telecommunication Tariff Order, 1999, issued Direction No. 301-16/2019-F&EA dated the 18th September 2020 (hereinafter referred to as the "Direction") on tariff publications directing all telecom service providers, *inter alia*, to –

- (a) publish each tariff offer in the nature of Special Tariff Vouchers/Combo Vouchers/Add on Pack;

- (b) make available such Tariff Offers to the subscribers at the Customer Care Centres, the points of sale, retail outlets and on the website, App of the Telecom Service Provider; and
- (c) ensure that the tariffs published by it are updated on the website, App and Customer Care Centre of the service provider, points of sale and retail outlets every time there is any change in any of the tariff offers or new tariff offer is launched;

4. And whereas sub-clause (xi) of clause 6 of the Telecommunication Tariff Order, 1999 provides that every telecom service provider shall offer at least one Plan Voucher, one Special Tariff Voucher and one Combo Voucher having a validity of thirty days;

5. And whereas sub-clause (xii) of clause 6 of the Telecommunication Tariff Order, 1999 provides that every telecom service provider shall offer at least one Plan Voucher, one Special Tariff Voucher and one Combo Voucher which shall be renewable on the same date of every month and if the date of such renewal is not available in a month, the date of renewal shall be the last date of that month;

6. And whereas the fourth proviso to sub-clause (iii) of clause (c) of sub-regulation (2) of regulation 4 of the Telecom Consumers Protection Regulations, 2012 provides that service providers shall offer Special Tariff Vouchers (STVs) with appropriate reduction in tariff, exclusively for Voice and SMS for:

- i. validities corresponding to each validity period of thirty days and less than thirty days for STV being offered for Voice, SMS and data, whether with or without value added services and;
- ii. validity renewable on the same date of every month and if the date of such renewal is not available in a month, the date of renewal shall be the last date of that month and;
- iii. at least one STV with validity more than (i) and (ii) above, corresponding to the validity period of STVs being offered for Voice, SMS and data, whether with or without value added services;

7. And whereas the Authority has received various complaints from consumers regarding the lack of adequate transparency, visibility and ease of access to the different types of TRAI mandated vouchers on the websites and mobile applications of the service providers;

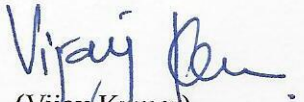


8. And whereas the Authority has, upon examination of the websites and mobile applications of various telecom service providers, observed that TRAI mandated vouchers are neither displayed prominently, nor are easily accessible and in some cases, these vouchers are placed under different categories or require consumers to navigate through multiple pages or screens to find them, as a result of which, consumers are facing difficulty in locating and subscribing to the vouchers suitable to their requirements;

9. And whereas the purpose of mandating specific vouchers by the Authority is to provide to the consumers appropriate tariff choices to make informed decisions and, therefore, it is important that such vouchers are not only available on the websites and mobile application of the telecom service providers but are also displayed clearly and prominently and are easily accessible;

10. Now therefore, the Authority in exercise of the powers conferred upon it under section 13, read with sub-clauses (i) and (v) of clause (b) of sub-section (1) of section 11, of TRAI Act, 1997, and clause 9 of the Telecommunication Tariff Order, 1999, hereby directs all telecom service providers to -

- (i) provide a separate and clearly visible tab or section titled "TRAI-Mandated Packs" containing different types of TRAI mandated vouchers, which shall be visible as the first tab on the prepaid recharge section on the websites and mobile applications of the service providers and shall also be prominently displayed on their other exclusive points of sale; and
- (ii) submit the compliance report to the Authority in this regard, within thirty days of the date of issue of this Direction.


(Vijay Kumar)
Advisor (F&EA)

To,

All Telecom Service Providers

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