



Information and Communication Technologies Authority

Level 12 The Celicourt 6 Sir Celicourt Antelme Street Port Louis Mauritius
Tel: (230) 211 5333 Fax: (230) 211 9444 E-mail: icta@intnet.mu

Document Ref: ICTA/OCT/01/2008

Information and Communication Technologies Authority Decision of 23 October 2008 on Promotional Policy Framework On Telecommunication Services

24 OCTOBER 2008

EXPLANATORY MEMORANDUM

The Information and Communication Technologies Authority has as its function under section 18(c) of the Information and Communication Technologies Act of 2001, as amended, to “*promote and maintain effective competition, fair and efficient market conduct between entities engaged in the information and communication industry in Mauritius and to ensure that this Act is implemented with due regard to the public interest and so as to prevent any unfair or anti-competitive practices by licensees.*”

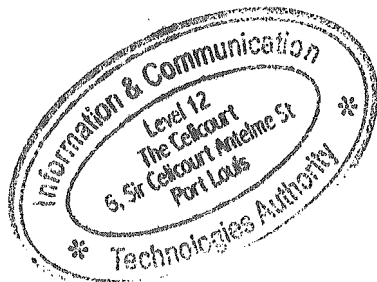
With the increasing number of players in the various telecommunications markets, the need for service and brand differentiation has become fundamental; promotional campaigns are key inputs in realising that object.

There is a widespread feeling across various stakeholders that on the retail markets more flexibility needs to be introduced in the present promotional policy in order to accommodate changes that are taking place with increasing competition.

In this context, the ICT Authority is issuing this Decision (Decision **ICTA/OCT/01/2008**) in order to provide a new Promotional Policy Framework, which improves upon the existing one, with the objectives of enhancing the commercial flexibility to operators, reducing administrative burdens on operators in respect of the filing of applications for promotions, and finally towards boosting consumers’ interests.



Mr T Dwarka
Chairman



Dr M K Oolun
Executive Director

**ICT Authority Decision
Of 23 October 2008**

Promotional Policy Framework on Telecommunication Services

Decision ICTA/OCT/01/2008

The Information and Communication Technologies Authority in the exercise of its statutory functions under the Information and Communication Technologies Act 2001, as amended, issues the following Decision pursuant to section 17(3) combined with sections 18(c) and 16 (b) & (d) of the said Act.

This decision shall come into force with **immediate effect**.

Decision on the Review of the Promotional Policy Framework on Telecommunication Services

The Information and Communication Technologies Authority,


CONSIDERING the *Existing Promotional Policy Framework*, as set out hereunder:

Scenarios	Existing Framework
A) New operator launching its service	Up to a Maximum of 3 months per calendar year
B) Existing Operator launching a new service	Up to a Maximum of 3 months per calendar year
C) Existing operator promoting an existing service	Only End of year promotions whereby a maximum discount of 20% could be applied to all telecommunications services, excluding Internet Telephony. Period: any time over from the 16th December of the current year to the 15th January of the following year

DECIDES to revise the above and determine the new *Promotional Policy Framework*, as set out hereunder:

Scenarios	New Framework
A) New operator launching its service	Up to a Maximum of 3 months per calendar year
B) Existing Operator launching a new service	Up to a Maximum of 3 months per calendar year
C) Existing operator promoting an existing service	Anytime during the year , for up to a maximum aggregate of 60 days per calendar year per service, with a maximum discount of 20% on approved tariffs, applicable to all telecommunications services

A template for Applications for Promotional Tariffs by licensed operators is set out at Annex, to be duly filed in and submitted to the ICT Authority with the required details, at least 1 week before the proposed launch date.

	DATE:		
APPLICATION FOR PROMOTIONAL TARIFFS			
PARTICULARS OF OPERATOR			
NAME OF OPERATOR / REGISTERED BUSINESS NAME:			
CORRESPONDENCE / REGISTERED BUSINESS ADDRESS:			
PROPOSED PROMOTION BY SERVICE AS PER RELEVANT LICENCE			
SERVICE DESCRIPTION AS PER RELEVANT LICENCE	LICENCE NAME	LICENCE NUMBER	
SERVICE ELIGIBLE FOR PROMOTION:	Days Used	New application	Cumulative Total
PROPOSED PROMOTIONAL PERIOD OF BY APPLICABLE SERVICE:	Start Date	End Date	
ADDITIONAL DETAILS AS PER APPLICATION			
PLEASE ATTACH THE ADDITIONAL DETAILS REGARDING THE PROPOSED DISCOUNT % ON APPROVED TARIFFS & ANY OTHER CONDITIONS OF THE PROMOTIONAL OFFER AS A SEPARATE SHEET			