



INFORMATION AND COMMUNICATION TECHNOLOGIES AUTHORITY

9th Floor, The Celicourt, Sir Celicourt Antelme Street, Port Louis, MAURITIUS

Ref. ICTA/TD/3/2025

18 August 2025

THE TELECOMMUNICATION DIRECTIVE 3 OF 2025

The Information and Communication Technologies Authority, in the discharge of its statutory functions under the Information and Communication Technologies Act 2001 (the Act), hereby issues the following directive, pursuant to section 17(3) of the Act combined with sections 16(b), 16(c), 16(d), 18(c), 24, 26(d), 31 of the Act.

1. Short title

This directive may be cited as the Telecommunication Directive 3 of 2025 (TD 3 of 2025).

2. Definition of terms

In this directive –

“service line” means an offer, package or plan under a given information and communication service for which the corresponding tariffs stand approved;

“tariff equivalence” means the equivalent monetary value of a given non-tariff related benefit, proposed as part of the promotion of an information and communication service, when assessed in relation to its existing approved tariff(s) to establish the equivalent discount rate;

“value added service” means enhanced telecommunication services that act on the format, or content, or code or protocol of information, and that are provided over public or private networks which, in one way or another, add value to the basic carriage, usually through the application of computerized intelligence, for instance, reservation systems, bulletin boards and information services.

3. Application of directive

This directive shall apply to all commercial licence holders, excluding Dealer's.

4. Commencement

This directive shall come into operation on **01 September 2025** and hereby repeals the Authority's Decision of **21 August 2011** on 'Promotional Policy Framework on Telecommunication Services' (Ref: ICTA/OCT/01/2011).

5. Promotional Tariff Framework

- (i) The Promotional Tariff Framework (hereafter 'the Framework') is centred on the premise that public operators have first obtained the **prior approval** of tariffs for eligible licensed information & communication services (hereafter 'the services') from the Authority.
- (ii) The Framework will apply for all services, other than value-added services, supplied by public operators.
- (iii) The Framework establishes that public operators are eligible to offer promotions in relation to their approved tariffs for the supply of their respective licensed services, subject to the following:
 - (a) conditions shall apply on the promotions run by public operators notably in terms of the **duration** of the promotional period and the **applicable or equivalent discount rate** relative to the corresponding approved tariffs of their services.
 - (b) an application shall be made by the eligible public operator to the Authority, **prior** to the commercialisation of promotional offers, in order to obtain the appropriate authorisation from the Authority. For clarity, all 'service lines' (for e.g. offers / packages / plans) under a given service for which tariffs have been approved would be eligible for promotion.
 - (c) A distinction will apply in relation to the 'status' of service or service line and shall be established with reference to the date of first approval of tariffs for the said service or service line by the Authority. A service or service line by a public operator shall be deemed as 'new' for the purpose of interpretation under this framework, for a maximum period of 2 years since initial launch. Following its anniversary date, i.e. after 2 years have elapsed, such a service or service line will be considered as 'existing' thereon.

- (d) A service or service line designated as 'new' will have its allowance in terms of number of days for running promotions per calendar year re-computed thereon, depending on the date on which the tariff for the said service or service line was approved by the Authority. The calculation of the pro-rated allowance shall be based on the number of months or calendar days as appropriate, in line with the established date of first approval.
- (e) promotions run by eligible public operators can take the form of discounted tariffs, but can also be of a 'non-tariff' based nature in terms of quantifiable allowances (for e.g. a certain number of free minutes, a given amount of free data consumption, free equipment, free installation etc....) In such cases, the principle of 'Tariff Equivalence' shall apply as defined at Section 2 above.
- (iv) Considering (iii) above, the applicable conditions for the operation of the Framework are tabulated at **Annex**.
- (v) Where a public operator is uncertain as to whether a particular promotional offer it wishes to launch is in conformity with the Framework, or whether the service qualifies as a value added service, it shall contact the Authority to obtain any applicable clarity and/or authorisation prior to launching the said promotional offer.

6. Submission of Promotional Tariff Applications & Processing Timeframe

- (i) Any public operator wishing to run a promotion in relation to an eligible service under the Framework shall:
 - (a) ensure the submission of the corresponding application to the Authority **at least 7 working days** before the proposed launch, as per the application template set at **Annex**, and
 - (b) provide **all additional information** as may be required to ensure compliance with the present Framework and for the relevant determination by the Authority.
- (ii) The Authority hereby clarifies that applications for promotional tariffs by eligible public operators may be rejected on the following grounds --
 - (a) incompleteness of application;
 - (b) failure to submit application as per submission timeframe; or
 - (c) non-compliance with the conditions of the Framework.

7. Transparency Requirements

- (i) Where an application for promotional tariffs is assessed to be in line with the Framework, the Authority shall issue a 'no objection' letter to the applicant so that it may proceed with the commercialisation phase thereon. The applicant shall thereon take the necessary steps to ensure that the said promotions are, **upon launch**, clearly displayed on its company's website and at its points of sale, together with the corresponding terms and conditions, for due consultation by the general public.
- (ii) The Authority shall make available on its website the list of promotions by licensed operators, for which no objection has been issued, **2 working days after the scheduled launch**.
- (iii) Should an applicant decide not to proceed with the said promotion, it shall inform the Authority **at least 2 working days before the scheduled launch**.
- (iv) Where a licensee is of the view that a promotion is being run by another licensee and may not be in compliance with the present Framework, the licensee shall report the matter to the Authority for appropriate action at its end.

8. Compliance Mechanism

- (i) Where it has come to the knowledge of the Authority that a public operator has proceeded with the launch of promotions in relation to its eligible services without justification, thereby directly flouting the requirements of the Framework established at Section 5:
 - (a) the licensee will be instructed to cease the commercialisation of the said promotion forthwith, especially if same is still ongoing;
 - (b) the number of days during which the unauthorised promotion has been running, will be deducted from the allowance for that service line(s) for the current and/or subsequent calendar year as applicable;
 - (c) in case of a first non-compliance with the Framework, the licensee will be precluded from promoting the **particular service line(s)**, for which a breach has been established, for **3 consecutive calendar months** as from the Authority's determination on the matter; and
 - (d) in case of a second non-compliance with the Framework by the same licensee, the latter will be precluded from running promotions for **all its services under the licence(s) concerned**, for **6 consecutive calendar months** as from the Authority's determination on the matter.

Explanatory Notes

- (i) On 23 October 2008, the Authority issued a decision on the '*Promotional Policy Framework on Telecommunication Services*' to enable public operators to design and implement their promotional activities in relation to services for which prior tariff approval had been obtained.
- (ii) On 21 August 2011, further to the integration of additional refinements, a revised decision was issued by the Authority on the 'Review of the Promotional Policy Framework on Telecommunication Services'.
- (iii) With a continuously evolving sector and the last revision dating back to 2011, the Authority is now incorporating further refinements to the promotional policy framework, through additional commercial flexibility while ensuring more transparency to the industry as a whole.
- (iv) The key highlights pertain to: the removal of identification of service category (i.e. basic services vs value added services), the waiving of distinct conditions setting apart ILD services from other basic services, a simplified version of the promotional application form, illustrative examples on the notion of tariff equivalence and the introduction of a compliance mechanism to ensure regulatory oversight.
- (v) The changes being proposed to the existing promotional policy framework are expected to streamline the operational and administrative procedure for public operators wishing to run promotional offers, by providing them with more clarity and accuracy for this particular commercial activity, while ensuring a level playing field is maintained for public operators, in the interests of consumers of information & communication services in general.

ANNEX



INFORMATION & COMMUNICATION TECHNOLOGIES AUTHORITY (ICTA)

Level 9, The Celicourt - 6, Sir Celicourt Antelme Street, Port Louis, Republic of Mauritius

Tel.: (230) 211 5333/4 - Fax: (230) 211 9444 - E-mail: info@icta.mu - Website: icta.mu

APPLICATION FOR PROMOTIONAL OFFERS

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:

Service Status

Licence Name

PROPOSED PROMOTIONAL PERIOD BY APPLICABLE SERVICE LINE

SERVICE LINE ELIGIBLE FOR PROMOTION

Start Date

End Date

Number of Days

ADDITIONAL DETAILS AS PER APPLICATION

PLEASE INSERT ADDITIONAL DETAILS REGARDING THE PROPOSED DISCOUNT % ON APPROVED TARIFFS & ANY OTHER CONDITIONS OF THE PROMOTIONAL OFFER HERE, OR ATTACH AS A SEPARATE SHEET

DECLARATION

I certify that the information I have given is true and correct to the best of my knowledge. I agree to comply with any terms, conditions or restrictions which the Information and Communication Technologies Authority may impose, in pursuance to its statutory duties and powers, and to be bound by the laws and regulations in force.

Applicant's Signature:

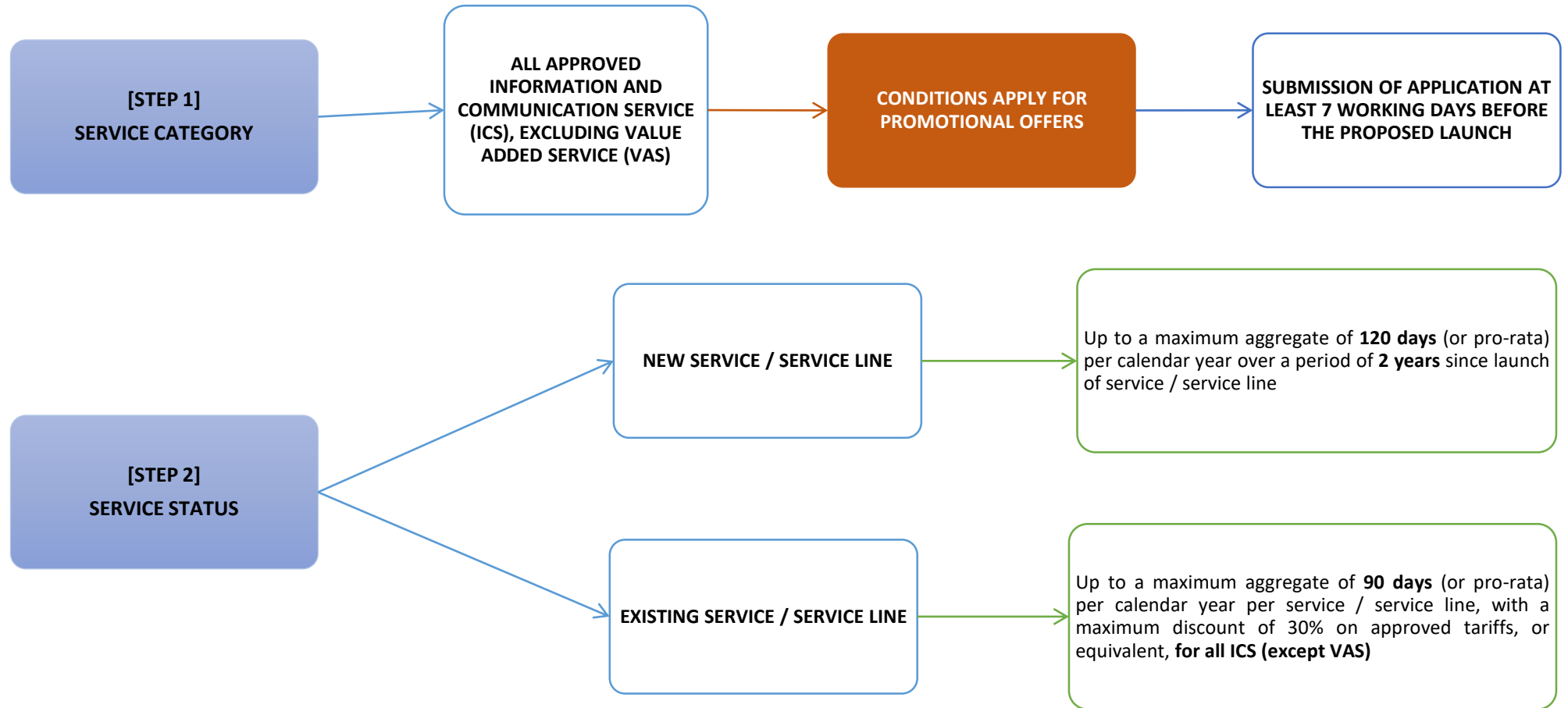
Company Name:

Signatory's Name:

Company's Seal:

Date:

CONDITIONS UNDER THE PROMOTIONAL TARIFF FRAMEWORK



NOTE ON TARIFF EQUIVALENCE

Tariff equivalence ascertains the equivalent monetary value of a given non-tariff related benefit, proposed as part of the promotion of an information and communication service, when assessed in relation to its existing approved tariff(s). The equivalent monetary value will thereon be used to establish the applicable discount factor in such cases as may apply, and shall be relative to recurrent charges in general.

Example 1: Prepaid Mobile Telephony - Recharge Promotion

10 Free on-net mins & 10 free SMS

Approved on-net call tariff: Rs 1.20/min

Approved on-net SMS tariff: Rs 0.60/SMS

Bonus mins	Bonus SMS	Tariff Equivalence
10	10	Rs 18
10 bonus mins = $10 \times \text{Rs } 1.20 = \text{Rs } 12.00$		
10 bonus SMS = $10 \times \text{Rs } 0.60 = \text{Rs } 6.00$		

Example 2: Internet Access Package

2 month free for a 12 month contract

Approved tariff Rs 399 per month

Bonus	Tariff Equivalence
2 months free	Rs 798

Example 3: Free gift

Free router upon subscription to an approved 10Mbps internet offer

Price of router Rs1,000

Bonus	Tariff Equivalence
Free router	Rs 1,000