

# NEWS ALERT

5 FEBRUARY, 2010



Telecom regulator TRAI plans to put in place a national policy by June on setting up telecom towers, as it looks to stop the mushrooming of cell sites in residential areas that has resulted in standoffs between telcos and city administrations.

The policy will apply to cellsites or telecom towers in all cities that have a population of over one million and stipulate the distance to maintain from schools, hospitals and tourist attractions. The will also specify the maximum radiation levels for these masts and state methodologies that will be used to measure it, said a Trai official with direct knowledge of the developments.

This assumes importance in the wake of a move by local authorities Noida, a booming satellite town of New Delhi, over the last couple of days that left hundreds of thousands of mobile users suffering cut-off calls and no reception. This marks the first attempt in India to regulate the telecom towers space in the country.



## Consumer Durables Firms Get Ready For Summersault

With yet another summer round the bend, consumer durables big guns are kicking into gear. The likes of LG, Samsung, Godrej and Whirlpool expect sales to grow by more than 40% in the April-June quarter, riding high on the demand for premium summer appliances like split AC and frost-free refrigerators.

As a result, the big brands are planning to expand production capacity of ACs and refrigerators, build an entirely new portfolio of energy efficient models and invest heavily in marketing campaigns.

## India Inc Plays Safe, Hikes Variable Pay Component

India Inc, across sectors, is either planning to introduce the variable pay or raising its proportion much more than the average 10-15% of the gross salary. With hiring and increments scaling new highs, variables are increasingly being used as the balancing tool.

“Layoffs are painful. Under the variable pay regime, an employee would rather lose a portion of his money than be jobless in bad times,” is the reasoning experts give.

Variable pay is employee compensation that changes, compared to salary which is paid in equal proportion throughout the year.

