

Case Reference	R/E/I/033
Title	SingTel Mobile's hiCard Brochure – "The mobile phone pre-paid card that lets you pay 14¢ from the first minute" ("brochure")
Case Opened	9 September 2003
Case Closed	4 November 2003
Complainant	StarHub Mobile Pte Ltd ("StarHub Mobile")
Respondent	Singapore Telecom Mobile Pte Ltd ("SingTel Mobile")
Case Summary	<p>StarHub Mobile submitted to IDA that SingTel Mobile's hiCard Brochure had breached Section 7.4.1 of the Telecom Competition Code ("Code").</p> <p>Starhub Mobile alleged that SingTel Mobile had misrepresented Starhub Mobile's prepaid call charge in the price comparison table.</p> <p>StarHub Mobile further claimed that the statement in the brochure "At 14¢ from 1st minute, hiCard gives you the best value" was false and misleading since it suggested that the hiCard provided superior benefits and advantages above all other competing offerings.</p>
IDA's Determination	<p>IDA noted that SingTel Mobile's price comparison table on outgoing calls made during certain times of the day showed that SingTel Mobile's hiCard rate of 14 cents/min was lower than StarHub Mobile's Green Card call charge for the first minute.</p> <p>On the use of the term "best value", while IDA noted StarHub Mobile's point on other attractive features available with the Green Card, IDA also noted that SingTel Mobile's charges were indeed lower than StarHub Mobile's from the first minute for outgoing calls at the specified time. Moreover, the use of the term "best value" in the brochure is generic because whether a service package is considered "best value" depends on the customer's usage profile and unique requirements.</p> <p>IDA therefore rejected StarHub Mobile's request for enforcement. However, to avoid any misunderstanding amongst industry players, IDA advised SingTel Mobile to exercise greater caution in the future when describing and presenting call charges of other operators.</p>