



RECOGNIZING EXCELLENCE IN TELECOM

Collective Efforts Is The Key To Success

Indian Telecom Industry is soaring to new heights and the credit of this goes to both private players and the government of India. There is much more to achieve and the government intends to walk hand-in-hand with other industry stake holders on this growth path



Mr. Sachin Pilot, Union Minister of State, Communications and Information Technology, Government of India

Mr. Sachin Pilot, Union Minister of State, Communications and Information Technology, Government of India has graced the ET Telecom Awards as the Guest of Honour. In his keynote speech he has highlighted various issues of the Indian Telecom industry and provided government's take on these. He is of the opinion that there is a lot of potential left to be tapped by the industry players. On behalf of the government he has extended the assurance of continuing the process of interfacing and conducting dialogues on regular basis.

New Telecom Policy

A lot of noise is being made in the industry about the New Telecom Policy Mr Pilot believed that the best way to come up with a policy is to debate and discuss and evolve on issues that perhaps we must learn from in the past. The landscape of the telecom industry is changing. Ten years ago no one would have thought of the numbers that we are ratcheting off today. He remarked the reasons behind these happenings, "Everything fell into place, the economic condition of the country, the GDP, the policy framework came into place, the operators were allowed to innovate, to challenge the conven-

tions of what held us back for so long, and therefore today in 2011, we have a telecom industry we are truly proud of."

The Next Step

He strongly recommended innovation and research for further development of the industry. There are still 400 million people without mobile phones. He was of the opinion that in the next half a decade the market will change tremendously. It will be on the 3G services. The

The government wants every citizen to have access to essential government services and broadband can make that possible. We are going to provide high speed broadband access to every single Panchayat in India. That is a commitment of the government and we will make sure we achieve that before time.

Infotainment demand, the demand on data, heavy data centric services that people will aspire for watching television, streaming videos, getting internet services; people want to be mobile and have access to the hand-held

devices which will no longer be walled, a television, a bank, or your information source—all will be the upcoming trends. "How do we as operators, as industry, as government, come up with frameworks that will most ideally suite all sections of our country—a country having a spectrum of society that can afford the most expensive services as well as parts of our country that is on the fringes, both geographically and socially—how do we bring them into the ambit of our development would be a challenge ahead of us," said Mr Pilot.

Next Wave of Revolution

Currently India has about 12 million broadband subscribers. Though it is a significant jump from 1.8 million in 2005 not a jump big enough. "While subscribers are growing we are still far behind other countries in terms of the percentage of population that has access to broadband." The issue is grave in rural India, which forms a large part of our country. An extremely small percentage of broadband users exist today in these areas. The rural telephony has grown significantly and today it is 93 per cent, but amount of internet users and broadband users is minuscule. He provided the solution to overcome this problem, "We all have to work together to change that. To make e-governance a reality, the new broadband plan will address some of these gaps and connect nearly 160

million households with high speed connections by 2014. Wireless broadband connections will be provided to over half a million villages in the next 18 months. These are ambitious targets but the government is fully committed in deploying all its energies and resources that roll out the broadband services." He added, "Wireless services opens in real time and while we do that we also realise the importance of not just having infrastructure, we want India to have a world class, 21st century IT infrastructure as good as the content that we are able to provide on that." He urged the IT companies that are working with the TSPs and the operators to focus their attentions to the applications, to the services, and to the content. "We have to cater to people who perhaps do not speak English or Hindi, who perhaps are illiterate, we have to develop packages for them, easy to use applications, cheap access, easy access, perhaps voice activated for people who cannot read or write. Only after developing and deploying these applications, in the true sense, we would be able to use and leverage the infrastructure that we have envisaged today to ensure in this country" he affirmed.

Some Initiatives by the GOI

The government of India and the Department of Telecom are also formulating a proposal for the creation of the National Optical Fiber Network. It is an initiative taken

in association with other industry stake holders. "We have taken into consideration the inputs received from TRAI and other stake holders. An institution mechanism will be created for the

We have the cheapest call rates on the planet in India today. In each circle we have 10-12-13 operators, but we must ensure that there is substantial competition so the people of India are able to get the best possible telecom and broadband services at the cheapest possible price.

management and operation of the network for ensuring non-discriminatory access to all service providers," he informed. There is a huge potential for broadband to make an impact, both in urban centres and in the six and half lakh villages of India. "We want every citizen to have access to essential government services and broadband can make that possible. We are going to provide high speed broadband access to every single Indian Panchayat and committed to achieve that before time," he affirmed.

Road Ahead

Many countries in the world have achieved a lot of success in implementing their broadband plans; in fact a country went to an extent of making it a fundamental



From left to right: Mr. Bodhisatya Ganguli, Resident Editor, The Economic Times, Mr. Sachin Pilot, Union Minister of State, Communications and Information Technology, Government of India, Dr. Bhaskar Das, President, The Times of India Group, Mr. Charudatta Naik, Group CEO, Global Group

right to have internet access. But our case is different. "We have different ways of achieving our targets," he declared. He opined that events like this which showcase some of the small and big winds of the industry to appreciate their achievements, not because of their bottom lines, but because of what impact they have had on society, how they have been able to create value, how they have been able to add to the country's economy, to our society goes long way in boosting the morale of the industry. "Today's India is an aspiring India; a young India that is looking at the 21st century, a new decade, a new century, the telecom services, the internet services, the broadband services, the culmination of ICT is happening as we speak. I am sure all of us in this room are ally to the challenge that we must meet those expectations, not just of the people who can afford the service today but make the services affordable enough for the young

people who will want to have them in the next few years time," he stated. Putting forth the government's perspective he added, "When we evolve the new policy in telecom, when we look at issues of software import, MNA and others, the agenda is three fold and it is very clear. The government is the custodian of a national resource that is of the people of India, the spectrum, the airwaves belong to the sovereign country of India and its people. As we are the custodians of that, we must realise reasonable revenues for that asset when it is being used and deployed by private players. We must also ensure that the industry has a robust growth. It is our job to make sure that there is a regulatory environment and regulatory mechanisms in place for the companies and the industry to grow a robust area, only then you will be able to plough your money back into businesses and expand. The third and most important is the expectations of

the people of India. We have the cheapest call rates on the planet in India today in each circle we have 10-12-13 operators, but we must ensure that there is substantial competition so the people of India, not just in metros but also in Tier-II, III and IV cities, the rural parts of India, are able to get the best possible telecom service and broadband services at the cheapest possible price. If you merge these three ambitious targets I think we are well on our way to having a telecom policy that is going to be fruitful, accessible, transparent, and have a lot of inputs."

He hoped that in the future, all our past achievements will become minuscule. "We have far greater heights to climb, much of our journey is yet to be covered. Events like today really help us to stop and take a reality check on what we have achieved. So I applaud the people who have organised this event," he said. He congratulated all the nominees and the winners of the ET Telecom Awards 2011.

Tapping India's Broadband Potential

Broadband is clearly turning into a thrust area for the government—its potential in India is thus a fitting topic. But the road to such a development is easier mapped than walked



From Left to right: Mr. Prakash Ranjalkar, Chief Executive Officer, GTL Infra; Mr. Sanjay Kapoor, Chief Executive Officer, India & South Asia, Bharti Airtel; Ms. Paromita Chatterjee, Senior Editor and Anchor - Morning Band, ET NOW (Moderator); Mr. Marten Pieters, Managing Director & Chief Executive Officer, Vodafone Essar Ltd; Mr. Sanjeev Aga, Director, Idea Cellular Limited.

Among several talk-points, a prominent issue to have emerged involved industry's attitude with respect to broadband growth. To present some clarity and lay bare the intricacies of the issue, Ms. Paromita Chatterjee, Senior Editor and Anchor-Morning Band, ET NOW, engaged key industry movers-and-shakers in this engaging discussion.

Bagging the Opportunity

Estimated as the third largest market after US and China and with 100 million internet users, internet in India is seeing increasing activity from Tier 2 and smaller towns. "Unfortunately until now the definition of broadband in this country has been 256 kbps and that is not acknowledged as broadband by any standards globally. The minimum standards have risen to at least 3 mbps. We also know that with the 10% increase in penetration of telephony the economy tends to gain and GDP grows by 1.2%. The moment you overlay a broadband on this growth, there is a further multiplier effect. A country of our size can be only connected to the world through wireless," mused Mr. Sanjay Kapoor, CEO, Bharti Airtel Ltd (India & South Asia).

In locations where the alternatives for communication were absent, there was a sudden proliferation of access to entertainment and information. "In remote places far away from hospitals and other essential facilities, broadband can do so much to save lives and I think that is why it is extremely important to get it into every village," stated Mr. Marten

Overcoming Policy Shortcomings

Mr. Sanjeev Aga, Director, Idea Cellular Ltd, suggested that in order for broadband to flourish, there is a need for increased government involvement. "The government needs to set up infrastructure and rent it out. If someone wants to put up broadband infrastructure in rural areas, give them subsidies per kilometre based on how difficult the terrain is" he said. In order to enable the telecom ecosystem to really flourish, the government will need to effectively use the USO fund, which is worth a whopping Rs. 25,000 crore.

It is also an impediment when local, state and central governments handle issues pertaining to telecom differently. Mr. Prakash Ranjalkar, CEO, GTL Infrastructure said, "Some municipalities charge Rs. 4,200 per meter to put up fibre—that is Rs. 42 lakh per kilometre. The reality need barely Rs. 4 lakh per km, so it is ten times expensive." He suggests a consultative approach with the local government and relevant authorities to make the process much smoother for the industry. There is also a need for different ministries

Moving Forward

Over the last decade, public and private participants along with other stakeholders have installed massive amounts of fibre in the country, even up to the point of duplication. It is of prime importance to leverage these assets. If a single operator has fibre going into a particular area, he may not be able to optimally use it. In such a scenario, the government could have policies where the fibre could be de-bundled, allowing others to come in and utilise this asset to the fullest. There is also a dire need for a central agency which will enable single-window clearance on all issues pertaining to fibre digging and such.

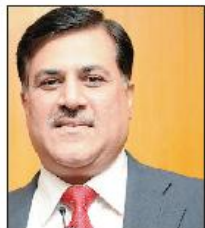
With India and China generating huge volumes, handset prices are fast declining. As the developing world is catching up with 3G, the adoption of 4G and LTE will soon commence as well. The industry is optimistic that these will see success. Surely these factors, along with fibre-based backhaul and public and private partnership, is destined to enable broadband to find success in the true fashion of the telecom sector.



Mr. Marten Pieters

Managing Director & Chief Executive Officer, Vodafone Essar Ltd

“We have to understand what people need and then the technology will be there. For high bandwidth services, we will need a lot of spectrum. We have the technology but we do not have the spectrum. We can not build the last mile with fibre—we will have to accept wireless technologies for it.



Mr. Prakash Ranjalkar

Chief Executive Officer, GTL Infra

“With technologies like broadband, there is a lot to do in India in the future in terms of economic growth, commerce, education and healthcare. We are at the threshold of data services, which is the next revolution. It is pretty exciting for the whole telecom ecosystem and we sincerely feel that we should be forward-looking and build next-level platforms for the benefit of the country.



Mr. Sanjay Kapoor

Chief Executive Officer, India & South Asia, Bharti Airtel

“We have to empower rural India. 30% penetration is not enough. Over time, every individual will have a mobile phone connection in this country. Indians now need to compete globally. This competition will not be based on physical infra alone; they will compete on a mix of physical and virtual infra. A bigger thrust for the next decade will be on data and broadband.



Mr. Sanjeev Aga

Director, Idea Cellular Limited

“Broadband's potential in revolutionising the way our country is, can leapfrog us 20-30 years in civilisation terms. If you get the ecosystem right for farmers, banking, education and e-governance. The technology already exists and is not a barrier. There are management and administrative barriers, but it will happen. The question is if we can accelerate it.



Mr. Marten Pleters, MD & CEO, Vodafone Essar Ltd receiving award from Mr. Sachin Pilot for Innovative Product - Retail



The winners of ET Telecom Awards 2011 with Guest of Honour Mr. Sachin Pilot



Mr. D Shivakumar, VP & MD, Nokta India Pvt. Ltd receiving award from Mr. Sachin Pilot for My Favorite Handset Brand



Mr. Arun Batra, CEO, Matrix Cellular Services Pvt. Ltd. receiving award from Mr. Sachin Pilot for Innovative Product - Others



Mr. Anurag Prashar, President - Corporate & Wireless Customer Service, Reliance Communications Ltd. receiving award from Mr. Sachin Pilot for Quality of Service (based on TRAI data)



Mr. Madan Mohan Bajnal, Circle Business Head, Mumbai & Maharashtra, Aircel Limited receiving award from Mr. Sachin Pilot for Emerging Telecom Operator



Mr. Ramesh Menon, CEO - Mobility, Maharashtra & Goa, Bharti Airtel Limited receiving award from Mr. Sachin Pilot and Mr. Charudatta Naik for Innovative Product - VAS



Mr. Ashoo Sethi, COO, Mumbai, Maharashtra & Goa Circle, Mr. Tapan Tripathi, Director - Marketing and Mr. Leonid Musatov, CMO, MTS India receiving award from Mr. Sachin Pilot for Innovative Product - Mobile Broadband

Honouring the Dazzling Stars of Telecom

The ET Telecom Awards has been a milestone event applauding the exploits of some of the most innovative participants of the Indian telecom sector, and appreciating their roles in developing India's economic and social landscape

The Indian telecom sector is standing at an inflection point as it tries to overcome the industry sentiment of the past year, while recalling the record feats that were achieved this year. In this context, the Economic Times Telecom Awards 2011 presented by Global Group held on April 21, 2011, became an appropriate platform for highlighting and celebrating such achievements and to bring rightful adulation to deserving telecom participants. Attended by the who's who of the telecom sector, it was a definitive red-carpet to award those that function as critical cogs in India's very development. The presence of distinguished guests like Union Minister of State, Communications and Information Technology, Government of India, Mr. Sachin Pilot and Dr. Bhaskar Das, President, The Times of India Group, among several other industry big-wigs, made the evening a particularly memorable one.

Guest of Honour Mr. Pilot duly noted that there is a need to bring India a "world class, 21st century IT infrastructure," while emphasising that infrastructure is only so good if the content that will be provided. This revolution will be led by broadband connectivity. He pointed out that the government hopes to enable access for every citizen to essential government services and only broadband can make that possible. In this vein, the government is attempting to introduce public policies in telecom, along with astute regulations for mergers and acquisitions—all in a bid to ensure fair competition. The consensus is that the people of India from big or small towns must enjoy the fruits of available technologies at affordable costs.

A panel discussion on the intricacies of broadband growth in India saw the participation of eminent industry behemoths such as Mr. Sanjay Kapoor, CEO, Bharti Airtel Ltd (India & South Asia), Mr. Marten Pleters, MD & CEO, Vodafone Essar Ltd, Mr. Sanjeev Aga, Director, Idea Cellular Limited and Mr. Prakash Ranjalkar, CEO, GTL Infrastructure. They elaborated on the pre-requisites of setting up new age infrastructure for 4G, LTE support, as well as for accommodating the present demand of services. The fact that there is a need for greater sophistication in virtual infrastructure as opposed to physical infrastructure was verified. What was highlighted through the key note address by Mr. Pilot as well as the panel discussion was

Emerging Telecom Operator - Aircel
Started as a regional player, now it has pan-India presence, showcasing healthy growth. Winner of maximum number of circles during 3G auctions and the second most successful operator during broadband wireless spectrum auctions. It has sold off its towers in Rs 8,000 crore deal, a business model which has been replicated by others.

A Prudent Judging Process
Process advisor and official tabulator for these awards, Ernst & Young sifted through over 75 entries in the form of case studies in innovation and excellence. The entries were first scrutinised for compliance with rules of participation. Following this, there was an independent screening where three entries were short listed by the jury in each category after several rounds of discussion. The three nominated parties then presented their cases to the jury, following which, the final jury scores were tabulated to determine the winners. The awards process combines international benchmarks for inclusion, independence and confidentiality. To maintain independence, sponsors and its group companies have not participated in the awards.



Screening Jury (from left to right) Mr. Ninad Karpe, CEO & MD, Aptech Ltd; Mr. Vijay Kalantri - Chairman & Managing Director, Balaji Infra Projects Ltd (BIPJ) and Digital Port Limited (DPL); Mr. Vaidheesh, Managing Director, Johnson & Johnson Medical India.



Captivated audience engaged in the informative panel discussion

the critical need for the government to invest in setting up fibre and broadband infrastructure that could be leveraged for last mile connectivity.

Recognising the role of telecom in transforming the way India communicates, learns and grows, Dr. Das envisioned a far brighter prospect for the industry amidst urbanisation. He believes that there is no better way to articulate this promise than by honouring those who are already leading technology through these awards. Mr. Shaolin Desai, Telecom Partner, E & Y shared the view. He added, "What emerges is a set of world class corporations who are redefining the rules of the telecom business or rather writing a new rule book." An objective of the ET Telecom Awards is to garner increased support and cooperation in the industry from the government and within, in order to pioneer

future innovations.

On a lighter side, the event hosted by TV and film actor Ms. Sandhya Mishra took a Bollywood turn with an entertaining presentation on the idiosyncratic relationship between telecom and films. While portraying the evolution of telecom's role in the life of India, the movie-clips traced telecom's progression through old tunes like "Mere piya gaye Raagun, kiya hai wahaa se telephone", to new ones like Govinda-starrer "What is mobile number". This diversion was later complemented by a lavish dinner with cocktails while providing time for industry networking.



Global Game Changer - Mr. Sunil Bhardi Mittal

Bharti's \$10.7 billion acquisition of Zain's African business was the second largest ever involving an Indian company, making Bharti the world's fifth largest telco in terms of customers. Bharti aims to have 100 million subscribers and \$5 billion a year in revenue in Africa by 2012/13. Mr. Sanjay Kapoor, Chief Executive Officer, India & South Asia, Bharti Airtel collected the award on behalf of Mr. Sunil Bhardi Mittal, Founder, Chairman and Group CEO of Bharti Enterprises.

ET NOW
Catch the coverage of the ET Telecom Awards 2011 on ET NOW on May 14, 2011 at 8 pm and re-run based on May 15, 2011 at 6 pm

WINNERS - ET TELECOM AWARDS 2011

CATEGORY	WINNERS
Telecom Operator Categories	
Excellence In Marketing	Vodafone - Zoozoo
Innovative Product - Retail	Vodafone - Rule of 4
Innovative Product - VAS	Airtel - Talk2Me
Innovative Product - Mobile Broadband	MTS - Zero Charges on Surfing on Your Favourite Website
Innovative Product - Others	Matrix - International Mobile Connections & Data Card Service Providers
Customer Experience Enhancement	Airtel - Setup Contact Centers in Rural Locations
OEM & Telecom Infrastructure Categories	
Innovative Product	Tejas Networks - T1600: Packet Optical Transport Platform
Excellence In After Sales Service	Indus Towers - Tower Operating Center At Indus
Innovative Managed Services	Nokia Siemens Networks - Global Service Delivery Of Managed Services
Telecom Operators and OEM & Telecom Infrastructure Category	
Social Initiative	No Winner
Derived Categories	
Global Game Changer	Sunil Bhardi Mittal, Founder, Chairman and Group CEO, Bharti Enterprises
Emerging Telecom Operator	Aircel
My Favorite Handset Brand	Nokia
Quality of service (based on TRAI data)	Reliance Communications



Final Jury (From left to right) Mr. Ashish Khanna- Managing Partner- Communications & High-Tech Practice- Accenture; Mr. Kamal K. Singh, CMD, Roita Ltd; Mr. Harit Nagpal, Managing Director & CEO, Tata Sky Ltd; Mr. Puneet Chaddha, Chief Executive Officer, HSBC Asset Management (India); Ms. Nadia Chauhan-Kurup, Jt Managing Director & CMO, Parle Agro Pvt. Ltd; Mr. Dewang S. Neralla, Co-Founder and Director - Technology, Financial Technologies; Mr. Shishir Joshi, Managing Director & Country Manager, SKF India.



Mr. B S Shantharaju, CEO, Indus Towers Limited receiving award from Mr. Sachin Pilot for Excellence in After Sales Service



Mr. Arnob Roy, President - Engineering and Mr. Sanjay Nayak, CEO & MD, Tejas Networks Limited receiving award from Mr. Sachin Pilot for Innovative Product (OEM & Telecom Infrastructure)



Ms. Anuradha Aggarwal, VP - Brand Communication & Insights, Vodafone Essar Limited receiving award from Mr. Sachin Pilot for Excellence In Marketing



Ms. Abhilasha Hans, Chief Services Officer, Bharti Airtel Limited receiving award from Mr. Sachin Pilot for Customer Experience Enhancement



Mr. C B Velayuthan, Account Head, Nokia Siemens Networks India Pvt Ltd receiving award from Mr. Sachin Pilot for Innovative Managed Services