

RECOGNIZING EXCELLENCE MTELECOM

THE ECONOMIC TIMES, WEDNESDAY, SEPTEMBER 5, 2012

ADVERTORIAL & PROMOTIONAL FEATURE

Telecom: A wider spectrum of hope

As the telecom sector looks forward to a new dawn, the soon-to-be-implemented telecom policy is all set to create a transparent and level playing field with impetus for high growth

aving passed through a turbulent period in the recent past, the telecom industry in India is looking forward to high growth in some of the latest communications technologies that have recently emerged. The ET Telecom Awards 2012 presented by Global Group, now in its second edition, therefore came as a welcome opportunity for industry leaders to meet at a common platform to recognise and honour innovative work and discuss the issues that concern the telecom industry at large.

Delivering the keynote address at the event, Mr. Kapil Sibal, Minister for HRD. Communications and IT, outlined his vision for the industry's next steps and shared his views on the various issues affecting the evolution of the sector in India.

Observing that the telecom sector has been the real symbol of India's growth story, he dismissed the gloom and doom scenario that had been painted for the industry in view of the recent 2G auction related cases. The telecom sector has emerged out of this scenario and is looking ahead at a brighter future. A framework for taking the sector forward at an exponential speed has therefore been worked upon to revive the growth story of the tele-

ROADMAP FOR THE FUTURE

A liberal policy framework which instills investor confidence, allows for free play and minimises the role of bureaucracy has been the need of the day. According to Mr. Sibal, a 20-year policy framework will bring sive bidding by industry players, may touch ness, but also taking care of the needs of in the required certainty, along with similar Rs 20,000 crore. policies for IT and manufacturing. The tele-

Time has come for us to zoom and boom. That is what is going to happen in the next 20 years.

com policy has been announced, and by September 2012, all three policy frameworks will be announced.

Making way for the next phase of auctions, a unified license will thus allow tele-

What They Sa

KAPIL SIBAL



they wish to utilise. A long term license will
The new policy framework, apart from

allow entrepreneurs to fully capitalise on being liberal in very sense of the term,

the market potential for the next 20 years. including the auction terms, will set the

after a final clearance from the Supreme in the years to come, the task on the

With a transparent policy in place, the tele-stage for using spectrum for any technolo-

com auction is likely to take place this year, gy. With the ability to buy more spectrum

will be Rs 14,000 crore, and with aggres- structure not just for promoting their busi-

significant change from where the industry Though India still has a long way to go in

where it wishes to go. This will indeed be a THE UNTAPPED POTENTIAL

Mr. Kapil Sibal, Hon'ble Union Minister of HRD, Communications & IT, Government of India knee-jerk reactions arising out of particu-

THE ECONOMIC TIMES | com entrepreneurs will be to

the years to come.

the nation, Mr. Sibal noted.

voice telephony, it has a wide mobile dis-

people having access to cell phones. How-

600 million people who are yet to be con-

nected. The market therefore has a large

hidden potential that can be exploited in

Stressing on the community factor, Mr.

nity must be placed in the context of the

ever, there is still a huge chunk of nearly

tribution network with nearly 90 crore

market in the next twenty years.

shoulders of tele

com entrepre-

needs of the community. With the power of information and software technology, there will be opportunities to explore in the areas of education, healthcare, skill development and other relevant communi-Adding to all this will be India's national-

electronic manufacturing policy that will aid in making the country a hub of manufacturing of hardware products. Mr. Sibal expressed his confidence in the convergence of technologies, hoping that the convergence will help disseminate information and provide seamless data flow to the consumers. Riding on the back of such stimuli, we can therefore look at a robust growth for the telecom sector in the next

OVERCOMING CHALLENGES The telecom sector has been ridden with many problems in the past, and many of

the government decisions had been

Nearly 14 million people use 3G today. By 2020 this number may go up

to 600 million - you can imagine the enormous opportunities for the telecom operators in the

lar problems faced. A particularly complicating case arose from the granting of fixed term licenses to various players dur ing different years, creating multiple periods of expiration with different

According to Mr. Sibal, the new policy tries to amalgamate all of this within an effective framework, taking care of all sectors without hurting anybody and without holding out undue benefits to anyone, thus creating a level playing field. Mr. Sibal concluded on a positive note by hoping that the next 20 years will turn into a spent by investors would thus be piffling in Sibal pointed out that this market opportu- tsunami of opportunities for the telecom

The way forward

Buoyed by new technologies and transparent policies, telecom operators in India are looking forward to another glorious period of growth

A s India advances further in the new century, the telecom services are expected to play a key role in its socio-economic development. Particularly important is their role in bridging the rural-urban divide by bringing a host of

services at low costs in the hands of consumers. India has an envious scope of scale compared to the rest of the world. Last year saw an addition of over 800 million subscribers. Deregulation and progressive policies from TRAI have stimulated the industry, which has just emerged out of the 2G auction related crisis



Mr. Kapil Sibal interacting with some of

Some of the key drivers of India's telecom sector in the near future will be transparent policies and new technologies such as cloud computing, smart device targeted services and introduction of 4G bandwidth. The 'One Nation, One License' policy will eliminate the difference in local and STD calls with no roaming charges,

making telephony and data usage even cheaper. As the industry looks forward to a better connected future, it must also gear up to improve on the quality of services offered. Increasing the reach to rural areas, capital expenditure and taking mobile broadband to a wider consumer base are some of the challenges at hand.

IMPORTANCE OF ET TELECOM AWARDS The ET Telecom Awards plays an important role in the growth of India's telecom industry by recognising innovation and contributions made across the industry, and by bringing key personalities and professionals on a common platform to formulate the way ahead for this sector.



Mr. RK Upadhyay, Chairman & Managing Director, Bharat Sanchar Nigam Ltd, receiving the award for Innovative Product - VAS category from Mr. Arunabi Das Sharma, President, The Times of India Group



Mr. Marten Pieters, Managing Director & CEO, Vodafone India Ltd, receiving the award for Innovative



Mr. Asim Warsi, Vice President - Marketing, Mobile Business, Samsung India, receiving the award for My

Mr. Arun Batra, CEO, Matrix Cellular Services, receiving





Mr. Terry Coutinho, Head - Reliance BPO, receiving the award for Quality of Service (Based on TRAI Data)

WINNERS OF 'MY FAVOURITE HANDSET BRAND' PUBLIC POLL

ETATELECOM AWARDS 2012

ADVERTORIAL & PROMOTIONAL FEATURE

Ms. Jyoti Pawar, Director legal & Regulatory a

Bharti Airtel Ltd, receiving the award for Social

Mr. Rajat Mukarji, Chief Corporate Affairs Officer,

Mr. Leonid Musatov, Chief Marketing & Sales Officer,

MTS India, receiving the award for Innovative

Idea Cellular receiving the award for Customer

As part of the ET Telecom Awards, three lucky winners were chosen for participating in the 'My favourite Handset Brand' public poll campaign. We would like to congratulate the winners and thank all the participants for their enthusiastic participation. The three lucky winners of Apple iPad are:

1. Nitin Kharat 2. Bibhas Kanti Ghosh 3. Gajanan Jadhav

RECOGNIZING EXCELLENCE

TELECOM SHA

ET Telecom Awards 2012:

he Economic Times Telecom

ma, President, The Times of India Group,

ering, which included eminent telecom

personalities and industry professionals.

pagged in 13 categories with nominations

parameters of innovation, business impact

This year too, honours were to be

registered on the three fundamental

and sustainability. An advisory council

comprising some of the most prominent

voices of the telecom industry guided the

development of the Awards agenda with

advisory council included the following:

(COAI); Mr. SC Khanna, Secretary General,

SP Shukla, President, Group Strategy and Member – Group Executive Board, Mahindra Group; Shantanu Prakash, Chairmon & MD,

Category

Customer Experience Enhancement

Innovative Product - Broadband

Innovative Product - Rural

nnovative Product - Others

Innovative Product - VAS

nnovative Product - Rétail

Excellence in Marketing

Innovative Managed Services

Telecom Infrastructure Companies

nnovative Product - OEMs &

Telecom Gear Manufacturers

My Favourite Handset Brand

Quality of Service (Based on TRAI data)

Innovative Product -

Social Initiative

Association of Unified Telecom Service

Providers of India; Mr. Sanjeev Aga, For-

valuable insights on the award categories,

welcomed and addressed the august gath-

Awards 2012 presented by the

Global Group, aims to recognise

THE ECONOMIC TIMES, WEDNESDAY, SEPTEMBER 5, 2012

mer MD, Idea Cellular; Mr. Marten Pieters,

Upadhyay, Chairman & Managing Director,

The award winners for the nominated cat-

egories were selected from more than

hundred entries, after a rigorous screen-

bers comprising a screening and a final

jury. The Awards also included two

derived categories. The winner of My

across India by The Economic Times

and social networking websites. The

the basis of the TRAI quality of service

data for pan-India telecom service

last four quarters.

Process advisor and official tabulator for ET Telecom Awards 2012, Ernst & Young sifted through over

confidentiality. To maintain independence, the sponsors and their group companies have not

110 entries in the form of case studies in innovation and excellence. The entries were first scrutinised for compliance with rules of participation. Following this, an independent screening was conducted wherein three entries were shortlisted by the jury in each category after several rounds of discussion. The nominated parties then presented their cases to the final jury, following which the scores were tabulated to determine the final winners. The Awards process combined international benchmarks for inclusion, independence and

Favourite Handset Brand category was

decided through a public poll conducted

through print advertisements, online polls

Quality of Service award was decided on

providers, using the average score of the

awards to the deserving winners. Among

award for Social Initiative, while Idea Cel-

lular Ltd established its dominance in the

the winners, Bharti Airtel bagged the

Customer Experience Enhancement,

Innovative Product - Telecom Infrastruc-

ture Companies and Excellence in Mar-

Hospitals; Neeraj Roy, Managing Director and Chief Executive Officer, Hungama Digital Media Entertainment Pvt. Ltd; Prasoc

LEAGUE OF WINNERS - ET TELECOM AWARDS 2012

Vodafone India Ltd - Online (Social Media) Grievance Management

Hughes Communications India Ltd - A satellite broadband

Bharti Airtel Limited - IKSL (Iffco Kisan Sanchar Limited)

Vodafone India Limited - Drive into the Big League

Matrix Cellular Services - Data Packs for Smartphones when Abroad

Bharti Airtel Ltd - Social Networking

Vodafone India Ltd - Office in a Box

Digivive Services Pvt Ltd - nextGTv

MTS India - Super Zero

MTS India – Mblaze – One day unlimited

Vodafone India Limited - Value Services

Reliance Communications Ltd - Rural BPO

Bharti Airtel Limited - My song My Story

Bharat Sanchar Nigam Ltd - VVoBB service

Vodafone India Limited - Location Tracker

IDEA Cellular Ltd - No Idea, Get Idea

Advancement to Youth Aspiring Growth

Telecom Usage with Rural Telecom Focus

Nokia Siemens Networks - TD-LTE 6 Pipes Radio

Roamware - Network Traffic Redirection

Coral Telecom Ltd - Coral Air GSM BTS

Idea Cellular Ltd - Green Idea

Bharti Airtel Ltd - Har friend zaroori hai, yaar

Nokia India Pvt Ltd - Crafting Agents of Change

Bharti Airtel Limited - Satya Bharti School Program

Videocon Telecommunication Ltd - Freedom 65

Loop Mobile India Ltd - Member-Get-Member Programme

Vodafone India Limited - Vodafone Superweeks campaign

Reliance Communications – PRAYAG: Providing Grassroot

Nokia Siemens Networks - Service Management Solutions

Kayveri Telecom Products Limited - In-Building Solutions

Power Grid Corporation of India Limited - Transmission Towers for

Ericsson India Global Services Pvt Ltd - Network Shark

on-line interactive distance learning product

IDEA Cellular Ltd - !-Resolv

keting categories. Samsung proved its

ing process by a panel of esteemed mem-

MD & CEO, Vodafone India; and Mr. RK

Bharat Sanchar Nigam Ltd.

RECOGNISING THE BEST

popularity amongst the masses when it took away the award for My Favourite Handset Brand. The Quality of Service award based on TRAI data went to Reliance Communications, while Vodafone India Ltd. emerged the winner in the Innovative Product - Rural category, Earlier during the event, the chief guest of the ceremony, Kapil Sibal, Minister of HRD, Communications and IT, shared his valuable insights on the current scenario and prospects of the telecom industry in India.

The event attended by a 250 plus audience engaged and entertained the participants with plenty of insights for the road that lies ahead for the telecom sector. The Awards ceremony concluded with a vote of thanks delivered by Mr. Milind Bengali, COO, GTL Infrastructure Ltd, Mr. Arunabh Das Sharma gave away the followed by cocktails and a grand dinner.



IDEA Cellular Ltd - !-Resolve

distance learning product

Hughes Communications India Ltd -

A satellite broadband on-line interactive

Vodafone India Limited - Value Services

Matrix Cellular Services - Data Packs

IDEA Cellular Ltd - No Idea, Get Idea

for Smartphones when Abroad

Bharat Sanchar Nigam Limited -

VVoBB service

MTS India - Super Zero

Bharti Airtel Limited -

In-Building Solutions

Cisco - ASR 901

Samsung Reliance Communications

Satya Bharti School Program

Kavveri Telecom Products Limited -

Idea Cellular Ltd - Green Idea



Hughes Communications India Ltd, receiving the award for Innovative Product - Broadband category



Dr. Ishwar Parulkar, CTO and Mahesh Raghava, Director - Product Management, Cisco, receiving the award for Innovative Product - OEM & Telecom Gear Manufacturer category



Mr. Ajai Recriwal, Regional Manager - North India, Kayveri Telecom Products Limited, receiving the award for Innovative Managed Service category



Mr. Jacob Mathew, Vice President - Network Services, Idea Cellular, receiving the award for Companies category

GLOBAL MASTER CLASS on

The Indian telecom industry has weathered tough situations in the past. It is now slated to be one of the

Government of India

Hon'ble Union Minister of HRD, Communications & IT,

The implementation of a policy has to be done by the market. I can give you an environment in which you should act. It is now for you to decide and use that policy to enhance your product and reach out to the consumer.

com companies to use any technology

The telecom industry is thus clear on

was seven years ago, Mr. Sibal noted.

will be the huge cost benefit obtained

from buying a 20-year license at rates

growth of the telecom sector in the last

make use of the spectrum in a far more

efficient and profitable way. The amount

the context of the evolving nature of the

decade, entrepreneurs will thus be able to

available this year. Given the rate of

A major upshot of the new framework

Court. The base

price for the new

2G auction for the

SANJAY KAPOOR CEO (India & South Asia), Bharti Airtel Limited



The data line business in India will continue to grow at an even faster pace, and will bring in a revolution, bridging the divide between the developing and the developed world.

MARTEN PIETERS Manging Director and CEO, Vodafone India



aspects. You can create scale in India, which is virtually impossible in the rest of the world.

India has a few positive

Regional Head (India) & President, Ericsson India



The development of 3G and 4G is very device and consumer-centric; before that nothing really happens. This is the reason why Verizon and AT&T are successful in the US markets

'Relevance of 3G & 4G Technologies in India'

booming sectors with a huge scope for growth in the near future

2012 presented by Global Group, brought together some of the leading figures from top telecom companies to discuss the current scenario and prospects of the telecom sector in India. Also on the agenda was the role of 3G and 4G technologies in paving its future growth.

The panelists invited for the discussion were: Mr. Marten Pieters, MD and CEO, Vodafone India; Mr. Sanjay Kapoor, CEO -India and South Asia, Bharti Airtel Ltd; and Mr. Fredrik Jejdling, Regional Head (India) and President, Ericsson India. Mr. Kapil Sibal, Union Minister of HRD, Communications and IT also joined the Q&A session. The discussion was moderated by Mr. Prashant Singhal, Telecom Industry Leader, Ernst and

CURRENT STATE OF

and the current debt level of

the industry reveal that, given

of the major concerns faced by the Indian telecom sector. Mr. Pieters put the issue in TELECOM perspective by comparing India is host to one of the toughest and most competitive India with the developed telecom industries in the markets. "If you compare world. Mr. Kapoor drew an out- India with other countries, line of the major internal hap- India has not given enough penings and the macro issues spectrums to operators, which is a very big problem," faced by the industry. A large number of players, declining said Mr. Pieters. prices and commoditisation Lack of adequate spectrum translate into most of the telehas had a negative impact on com operators losing out on recovering their marginal cost, India, while at the same time ufacturing," he added. the quality of services has not he observed. "The spectrum

the macro-economic condition tries, we realise that India is

INDIA: A

and weakening of the Rupee,

things don't look any better,

to be in doldrums," he said.

The issue of spectrum is one

around GDP growth, inflation facing a big issue, he observed. shorter when compared to

THE EMERGING AND

MATURED MARKETS

MANUFACTURING HUB ing a global manufacturing hub. Supporting this, Mr. the forefront in terms of man- the large size of investments. ufacturing.

From Left: Mr. Fredrik Jejdling, Regional Head India & President Ericsson India; Mr. Sanjay Kapoor,

CEO (India & South Asia), Bharti Airtel Limited; Mr. Kapil Sibal, Hon'ble Union Minister of HRD,

Young (Moderator); Mr. Marten Pieters, Manging Director and CEO, Vodafone India

Achieving this will require trained people, GREY CELL raw materials and lower costs, pen over time, "Ericsson has

which will haphad a manufacturing hub in was very small scale unit in beginning, which has now

the operators and customers in evolved to do cord-level manprices, spectrum usage charges been as good. When we compare the spectrum volume that The time difference between Vodafone has in other counthe launch of 3G and 4G in

India has been relatively

the developed markets. Dwelling on the emergence and the current industry seems Research clearly suggests that of 3G and 4G technologies in India is on its way to becom- India, Mr. Kapoor noted that the data line business in India was growing much faster Jejdling added that India is in than other segments due to

> Mr. Pieters. while discussing the growth in the usage of 3G and 4G; said, "India has a

fantastic potential for data and is on the right track. If Jaipur for the last 15 years. It you compare the data usage we had two years ago to what ten years, the whole scenario we have today, we have grown from 3 million to 30 million. This is just the beginning of a new revolution." Commenting on the growth of data lines, Mr. Kapoor added, "Data is not an operator level challenge, or an industry challenge; it is a country's challenge, and every markets.

about its future competitiveness."

THE ROAD AHEAD Some of the major challenges

faced by the telecom industry that came up for discussion were: price and lack of spectrum, affordability and the high debt levels.

The panel discussion concluded with a Q&A session with the audience. Mr. Kapil Sibal, while taking up questions from the audience, out-Communications & IT, Government of India; Mr. Prashant Singhal, Telecom Industry Leader, Ernst & lined what was in store in the coming years. "A country-wide fibre optics network is in the process of being laid. We will connect more than 250,000 Gram Panchayats with fibre optics, and we are in the process of setting up a budget of approximately Rs 20,000 crore. This process will be completed in the next two to three years."

ments in the consumer

Replying to a query on the lack of product manufacturing in India, he said that it was now mandatory to manufacture 65 percent of all electronic hardware, including mobile phones, in India. This will bring in entrepreneurs in India. "In the next of the hardware industry will change as a result of this policy," he said. On the question on reducing the price of smart phones, he said that this was for the market forces to handle. The industry must think of making large invest-