

THE ECONOMIC TIMES, WEDNESDAY, SEPTEMBER 5, 2012

ADVERTORIAL & PROMOTIONAL FEATURE

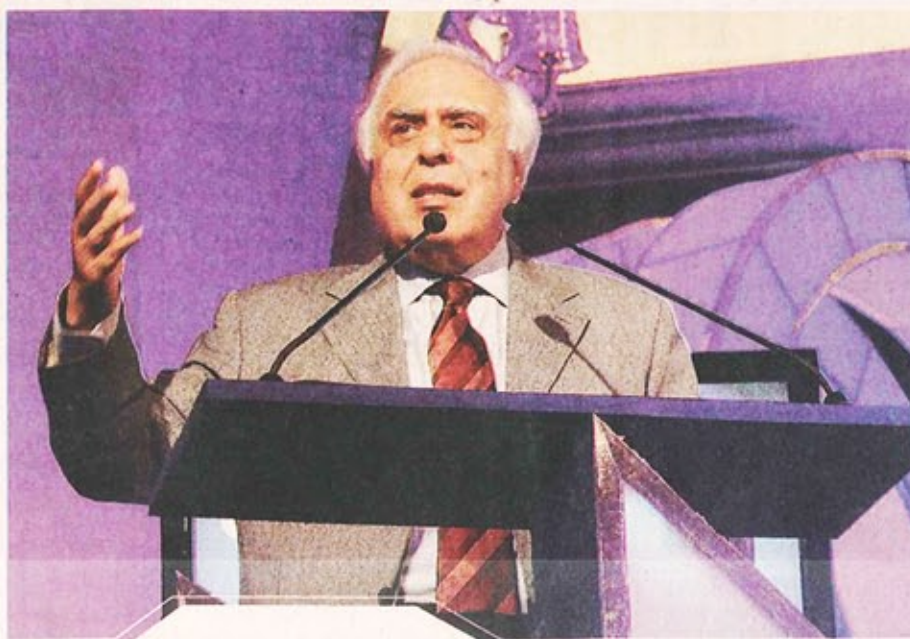
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ADVERTORIAL & PROMOTIONAL FEATURE

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

Having passed through a turbulent period in the recent past, the telecom industry in India is looking forward to high growth...



Mr. Kapil Sibal, Hon'ble Union Minister of HRD, Communications & IT, Government of 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...

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...

THE ECONOMIC TIMES

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

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

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 community concerns...

OVERCOMING CHALLENGES: The telecom sector has been ridden with many problems in the past, and many of the government decisions had been knee-jerk reactions arising out of particular problems faced.

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 future.

The way forward

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

As 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...



Mr. Kapil Sibal interacting with some of the dignitaries

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...

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...

ET Telecom Awards 2012: The Winning League

The second edition of ET Telecom Awards 2012 presented by Global Group, yet again singled out the best from the rest at a glittering ceremony held in Delhi

The Economic Times Telecom Awards 2012 presented by the Global Group, aims to recognise and honour the best of telecom innovations and services...

WINNERS OF 'MY FAVOURITE HANDSET BRAND' PUBLIC POLL CAMPAIGN

As part of the ET Telecom Awards, three lucky winners were chosen for participating in the 'My Favourite Handset Brand' public poll campaign...

RECOGNISING THE BEST

The award winners for the nominated categories were selected from more than hundred entries, after a rigorous screening process by a panel of esteemed members...

STAR STUDDED EVENING

The second edition of ET Telecom Awards was held on August 24, 2012 at Taj Palace, New Delhi. Mr. Arunabh Das Sharma, President, The Times of India Group, welcomed and addressed the august gathering...



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



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



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



Mr. Arun Batra, CEO, Matrix Cellular Services, receiving the award for Innovative Product - Others category



Mr. Sashi Shankar, CMO, Idea Cellular, receiving the award for Excellence in Marketing category



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



The winners of the ET Telecom Awards 2012



Ms. Jyoti Pawar, Director legal & Regulatory at Bharti Airtel Ltd, receiving the award for Social Initiative category



Mr. Rajat Mukerji, Chief Corporate Affairs Officer, Idea Cellular receiving the award for Customer Experience Enhancement category



Mr. Leonid Musatur, Chief Marketing & Sales Officer, MTS India, receiving the award for Innovative Product - Retail category



Mr. Partho Banerjee, President & Managing Director, 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 Recivral, Regional Manager - North India, Kaveri Telecom Products Limited, receiving the award for Innovative Managed Service category



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

What They Said

KAPIL SIBAL: Hon'ble Union Minister of HRD, Communications & IT, Government of India

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.

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: Managing Director and CEO, Vodafone India

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

FREDRIK JEJDLING: 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.

GLOBAL MASTER CLASS on 'Relevance of 3G & 4G Technologies in India'

The Indian telecom industry has weathered tough situations in the past. It is now slated to be one of the booming sectors with a huge scope for growth in the near future

The ET Telecom Awards 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...



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, Communications & IT, Government of India; Mr. Prashant Singh, Telecom Industry Leader, Ernst & Young (Moderator); Mr. Marten Pieters, Managing Director and CEO, Vodafone India

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.

and weakening of the Rupee, things don't look any better, and the current industry seems to be in doldrums," he said.

THE EMERGING AND MATURED MARKETS: The issue of spectrum is one of the toughest and most competitive telecom industries in the world.

CURRENT STATE OF TELECOM: India is host to one of the toughest and most competitive telecom industries in the world. Mr. Kapoor drew an outline of the major internal happenings and the macro issues faced by the industry.

INDIA: A MANUFACTURING HUB: Research clearly suggests that India is on its way to becoming a global manufacturing hub. Supporting this, Mr. Jejdling added that India is in the forefront in terms of manufacturing.

the developed markets. Dwelling on the emergence of 3G and 4G technologies in India, Mr. Kapoor noted that the data line business in India was growing much faster than other segments due to the large size of investments.

Lack of adequate spectrum has had a negative impact on the operators and customers in India, while at the same time the quality of services has not been as good. When we compare the spectrum volume that Vodafone has in other countries, we realise that India is facing a big issue, he observed.

3G AND 4G: The time difference between the launch of 3G and 4G in India has been relatively shorter when compared to



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 you compare the data usage we had two years ago to what we have today, we have grown from 3 million to 30 million. This is just the beginning of a new revolution."

LEAGUE OF WINNERS - ET TELECOM AWARDS 2012

Table listing award categories, nominees, and winners. Categories include Telecom Service Provider, Customer Experience Enhancement, Innovative Product - Broadband, etc.