

# An Operator Can't wish them away

## High Energy Cost

Energy bills rise exorbitantly, as telcos reach out to rural subscribers in remote areas

## Capex

Frequent Interruptions in power supply reduces the life of batteries

Operational Cost

Regulation

Outcome Orientation

## Low Efficiency

Batteries used as backup power can't be charged fully due to inadequate power

Eco Friendly

## Security Concerns

Issues like theft and tampering with diesel and other items at the cell sites.

## Logistics Issue

High maintenance costs in rural due to non-availability of skilled manpower and spare parts

## Global Warming

Towers are expected to consume 2.5-3 bn litre's of diesel emitting around 6.25 million MT of CO2

## *...and it hurts*



Multiple  
Products

Perfect fit  
?

How do I  
determine  
perfect product  
fit for different  
cell sites

Interworking

Assessment  
?

Are they  
compatible; do  
they work well  
with each other?  
Can I remote  
monitor and  
Manage them?

Overall  
Benefit

Guarantee  
?

Am I only getting  
assurance of a  
product's  
performance or  
commitment of  
overall Energy and  
carbon footprint  
reduction ?

# One shoe doesn't fit all



# Product is Incidental !!

## Developing Innovative Solutions

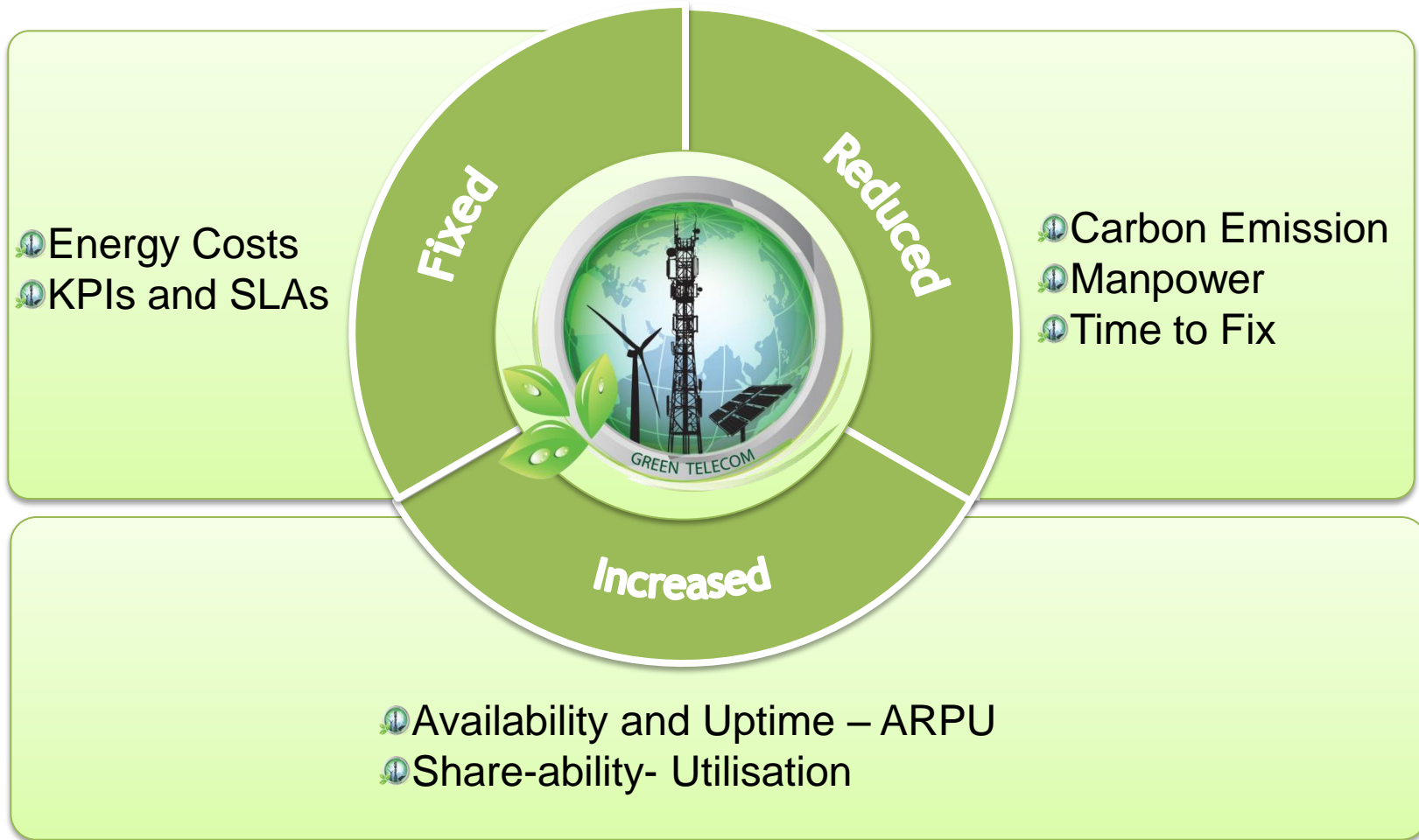
- 🌐 Engineering a solution to fit the need- **Critical**
- 🌐 Ownership and accountability- **Key**
- 🌐 Performance Measurement- **Means**

## Business Models

- 🌐 Fixed Energy- Opex Model →
- 🌐 Capex Gradient- Start Low and Peak out →
- 🌐 O&M + Energy Management- Managed Services



# Fixed Energy Model



# Capex Gradient Model for Opex reduction

