



Department of Telecommunications  
Ministry of Communications & Information Technology  
Government of India  
DOT



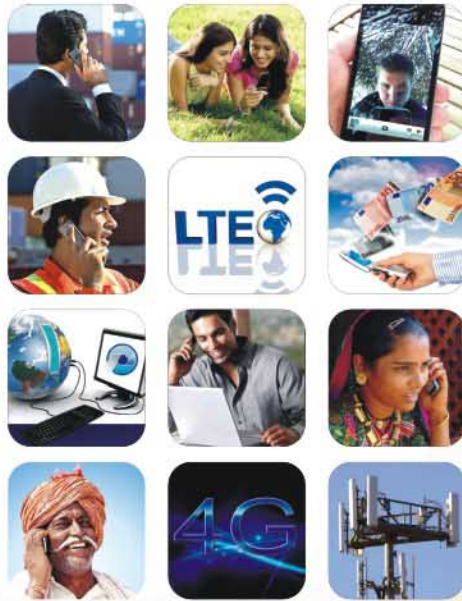
A venture of Government of India and FICCI



# INDIA TELECOM 2011



7 - 9 December 2011  
Pragati Maidan, New Delhi, India



**"m-Powering India"**

# INDIAN TEL

## Vision of DOT

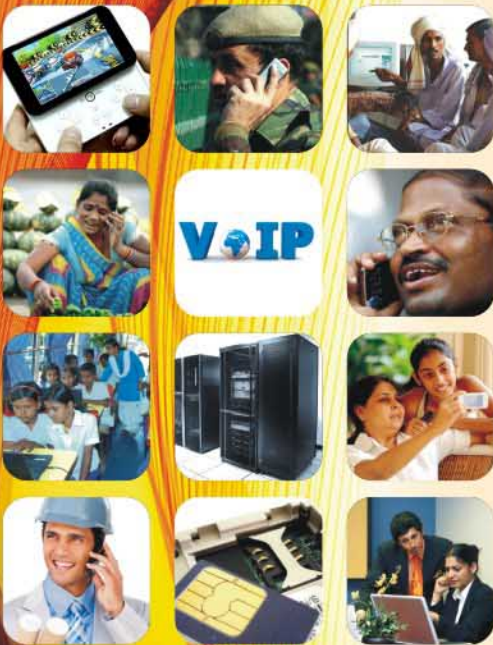
To provide to the people of India, reliable and affordable tele-connectivity capable of delivering tele-services anytime, anywhere.

## At a Glance

The telecom services have been recognized the world-over as an important tool for socio-economic development for a nation. It is one of the prime support services needed for rapid growth and modernization of various sectors of the economy. Telecom industry in India has undergone a revolution in the recent years. The country is ranked second worldwide in terms of having the largest telecommunication network, after China. With the ongoing investments into infrastructure deployment, the country is projected to see high penetration of Internet, broadband and mobile subscribers.

### An Overview

- Fastest growing Telecom Sector with average monthly addition of around 18 million subscribers per month
- Second largest wireless Telecom network in the world with over 850 million mobile connections (next only to China)
- In last five years -
  - 5 fold increase in Tele-density (73.97%)
  - 15 fold increase in Rural Tele-Density (35.60%)
  - 4 fold increase in Urban Tele-density (163.13%)
- Lowest tariff in the world
- More than 100 billion US \$ investment in Indian Telecom Sector
- More than 12.32 million broadband connections as on 30th June, 2011



Tele-density %



# ECOM SECTOR



## OBJECTIVES OF DOT

- To facilitate inclusive growth of Telecommunications by formulating coherent policies.
- Optimum utilization of scarce spectrum resource.
- Ensure security in Telecom Networks and adopt effective measures to deal with cyber threats.
- Grant of Telecom licences in an objective & transparent manner.
- Promotion of robust competitive market for Telecom Services.
- Rapid expansion of Telecom infrastructure for Voice, Data & Video with special emphasis on rural and remote areas.
- Encourage deployment of green/renewable energy sources for Telecom Equipment.
- To introduce testing and certification of all Telecom Products.
- Promotion of R&D and indigenous manufacture of Telecom Equipment for domestic and international market.

## TARGETS OF GOVERNMENT OF INDIA

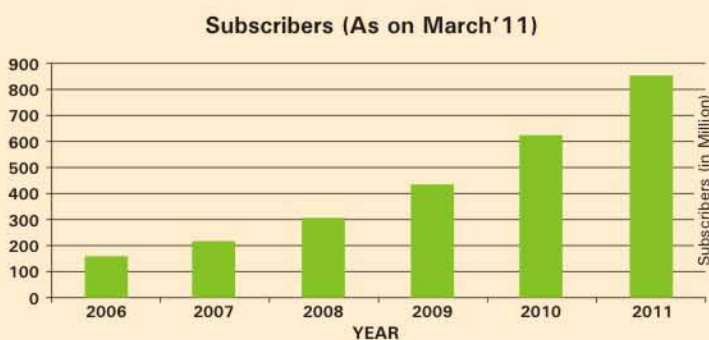
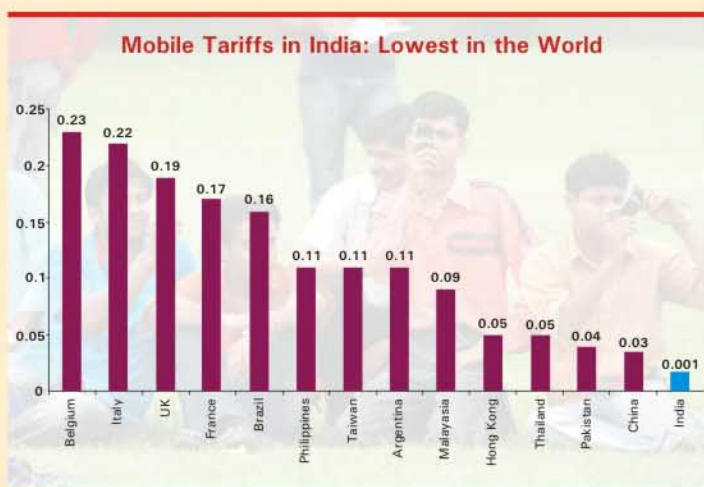
- 40% Rural Tele-density by 2014
- To provide Broadband connectivity to 2,50,000 Gram Panchayats by 2012

## TARGETS FOR PROVISION OF BROADBAND ACCESS

- All Gram Panchayats, Government Higher Secondary Schools and Public Health Centres.
- 1,00,000 Common Services Centers (CSC).

## IMPORTANT POLICY INITIATIVES

- 100 per cent Foreign Direct Investment is permitted through automatic route in Telecom Equipment Manufacturing
- FDI of 74% (49% under automatic route) for Telecom Services
- Unified Access Services Licensing regime for Telecom Services
- 3G and Broadband Wireless Access (BWA) Spectrum allocation
- Mobile Number Portability (MNP) launched
- Focus on Broadband and Rural Telephony to cover maximum geographic reach
- Support from USOF for cellular & broadband services in rural areas
- India becoming a hub for Telecom Equipment manufacturing by facilitating more and more Telecom Specific SEZs
- National Optical Fiber Network (NOFN) for providing Broadband connectivity to 2,50,000 Gram Panchayats

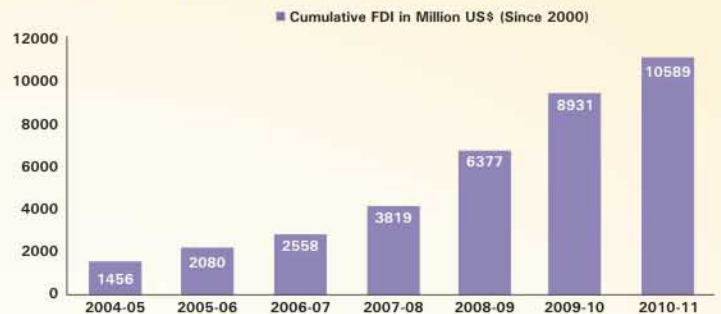


## MISSION:

- To develop a strong, vibrant, secure state-of-the-art Telecommunication Network providing seamless coverage with special focus on rural and remote areas and bridging digital divide.
- Promote development of new standards and generate IPRs to make India a leading nation in the area of Telecom Standardization, especially among Asia Pacific Countries.
- Make India a global hub for Telecom Services and Telecom Equipment Manufacturing.

## INVESTMENT OPPORTUNITIES & INCENTIVES IN INDIA

### FDI inflow in Telecom Sector



### WHAT INDIA OFFERS:

An attractive trade and investment policy and lucrative incentives for foreign collaborations have made India one of the world's most attractive markets for the Telecom Equipment Suppliers and Service Providers

- No industrial license required for setting up manufacturing units for Telecom Equipment
- 100% FDI under automatic route for Telecom Manufacturing
- Strong manufacturing quality and skills
- Large domestic market advantage
- Stable and transparent political environment
- Well structured regulatory environment
- Trained technical & managerial manpower
- At forefront in adopting new technology
- Software and service support
- Global supply capability
- Secured information infrastructure
- Low cost raw materials
- Value added services
- Special economic zones provide tax holidays & many other incentives
- Innovation in service offerings
- Operational efficiency to maintain profitability
- Government's effort to reduce digital divide





# INDIA TELECOM 2011



7 - 9 December 2011  
Pragati Maidan, New Delhi, India

Pragati Maidan  
Hall No.

7	8	9
10	11	12

## ABOUT THE EVENT

### THEME OF THE EVENT: m-POWERING INDIA

Mobile – the introduction of this power in the hand has brought a great transformation. India is one of the world's fastest-growing Telecom Markets. Mobile phones have become an all-in-one tool in the pocket of an Indian, which has replaced the pocket diary. The mobile evolution which is taking place in India is part of larger global phenomenon. The mobile-phone based system has made information retrieval virtually instant.

A mobile internet revolution is just what India is experiencing. Mobile has become a new income generating tool. It is this telecom sector which symbolizes India's transformation from an inward looking tentative nature to a confident and resurgent global economic power. It is becoming the most pervasive and ubiquitous technology enhancing our quality of life. From urban to rural, from young to old, from markets to the multi-nationals, this device has become the root of every Indian activity.

One of the most promising value added services for mobile phones is m-commerce – the ability to make purchases and conduct financial transactions by using a mobile phone. m-commerce as a phenomenon has particularly a lot of importance with respect to India where a large section of population has access to mobile telephony but have little access to banking facility.

It is well clear that the rapid expansion of mobile services has "m-powered" all Indians.

**India Telecom 2011** will continue to focus on cutting-edge technologies and their commercial implications, as well as to feature fast-growing technological sectors. This event has been the main point of contact between industry leaders and their potential customers ranging from PTT / communications authorities / regulators and telecom operators to leading enterprises. The event will address the latest technologies, effectively bringing together like-minded professionals from leading organisations looking for solutions to both their current business activity and the next wave of innovative ideas.

The special focus in the Exhibition will be on:

- Green Telecom
- Telecom Infrastructure
- 3G & BWA Proliferation in India
- Broadband
- Telecom Innovations in the Indian Market
- India as a Manufacturing Hub
- Telecom Software
- Managed Services and Outsourcing
- Value Added Services
- Telecom Regulation
- Number Portability
- Mobile Financial Services in India





## MAKE SURE YOU HAVE A PRESENCE AT INDIA TELECOM 2011

Reach your target audience through comprehensive and multifaceted marketing communications, with a visible presence in our direct mail, email, online and on-site outreach.

Demonstrate your products, network with your prospects, hold informal meetings, and garner more exposure to your company via an exhibition stand.

Position your firm as a key participant helping to drive Telecom Sector growth.

### THE HIGHLIGHTS OF INDIA TELECOM 2011 ARE:

- Technical Seminars & Conferences
- CEOs Round Table
- Foreign National Pavilions including China, Taiwan, Sweden, Singapore, Dubai, Korea, Israel, WiMAX etc.
- Indian State Pavilions
- Display by leading & upcoming Indian Telecom Companies
- Open House Session with Policy Makers / Regulatory Authorities
- Theme Pavilion on Telecom Infrastructure
- Development and opportunities in Indian States
- Green Pavilion
- Buying Delegations from neighboring countries
- Structured B2B meetings
- Ample Business Opportunities knocking for Service Providers, Equipment Suppliers, Component Manufacturers, Hardware & Software Solution Providers
- Platform for Policy Makers, Regulators, Operators, Manufacturers etc.

### WHY SHOULD YOU PARTICIPATE IN 2011?

- A dedicated program for CEO, CIO and CTO level attendees
- Cutting edge conferences, seminars, summits & keynotes across all three days

- Join more than 2,500 buyers from 26 countries
- Over 20,000 ICT professionals and decision makers from around the world
- Attendees from 35 countries converged in India across three days of networking and business

It's time for you to seize the opportunities emerging from the world's fastest growing ICT Market.

India Telecom has an impeccable track record for providing an outstanding return on investment, as witnessed by thousands of buyers and suppliers over the last 5 years. The 6th anniversary edition is guaranteed to make headlines with the media spotlight firmly trained on our events, launches and participating brands at the show.

### MARKETING AND PR

Our team of marketing and PR experts will be there to support you and to ensure maximum return on investment from your participation. From web marketing tools to press releases, previews and show dailies, we will work with you to advise on how to raise your profile to our visiting and media audience. Our new website features enhanced listings for you to upload your own content including logos, brochures, videos and press releases as well as contact forms and links to your website.

### MARKETING PROMOTION FROM THE START

Over 200,000 Direct Mailers and Show Previews will be sent to qualified buyers in Asia Pacific and beyond.

Online marketing in the form of e-newsletter, online calendar listings and advertisements on trade portals will be executed intensively. The frequently visited India Telecom website will feature latest news and highlights.

Exhibitors can also leverage on India Telecom advertisements in over 120 trade publications and portals, key general dailies/newspapers in Asia to enhance publicity.





## VISITOR PROFILE

•Telecom / IT Infrastructure Integrated / Application Service Providers / Edge Providers • Communications & Data Communications Services Providers & Suppliers • Network / Paging / Cable / Mobile Carriers & Operators • Information & Broadcasting / Production Services • Equipment Manufacturers (A/V Production, Film, Satellite, Broadcast) • Business Processes • Telematics & Navigation • Automotive Solutions and Transport & Logistics • Telecommunications Solutions (OOS / BSS / MSS / VTS / Test & Measurement) • Consumer Solutions • Content Management (Mobile TV / Entertainment) • IP Services / VSAT Technologies & Services • ISP / VAS Provider • VAR / VAD / System Integrator • Enterprise Applications (CRM / e-CRMERP / SCM / DMS) • Mobile / Wireless (3G / DVB / DMB / FMC / MCS / WiMAX) • Energy Utility Management • Banking / Financial / Insurance Legal Ministries / Govt. Bodies / Trade Associations • Defence Security Services • Education / Training Institutes • Meteorological / R&D / Engineering • Space Science & Technology • Media / Advertising / Printing / Publishing • TeleHealth & eHealth Care • Hospitality / Travel / Service Industry • Aviation Industry • Construction / Building / Architectural / Estate • Emergency Services (Police / Fire / Hospital) • Consultants / Distributors / Retailers / Reseller / Agents

## PARTICIPANT PROFILE

### Service Providers

Application Service Providers (ASP), Customer Care & Billing Solutions, Client Server Solutions, Data Security / Firewalls, E-CRM, Streaming Media Services, Storage, Systems Integration, BPOs, Web Services, Consultancy Services, Power Solutions, Telecom Cables, Voice Broadcasting Solutions., VPN, Video conferencing, IP Networks Services, Hi - Speed Internet, TDM Access, ISDN, Leased Line Services, Frame Relay Services, SONET.....

### Network Infrastructure Manufacturers

Extranet and Intranet Solutions, Grid / Utility Computing, Interoperability-Connectivity, Network Protocols, Racks and Enclosures, Hubs, Routers, Switches, Terminals, Firewalls, Identity Management / User Provisioning, Intrusion Detection, Security Monitoring, Communications Carriers, Backup Systems and Services, Batch Processing, Disaster Recovery, File Transfer Management, Load, Stress & Performance Testing, Network Modeling and Analysis, Patch Management, Wi-fi, Wi-Media, Wi-Max, Bluetooth, Mobile Communication, Bandwidth Exchange Services, Broadband Equipments & Triple Play Networks, NGN, Convergence Technologies, VoIP, Wireless & Satellite Networking, Cables, Network Management, Cellular Backhaul, Wireless Remote Access, Navigation and Location based Services....

### Handset Manufacturers

Mobile Phones & Terminals, Corded Telephones, Cordless Telephones, Connectors & Converters, EPABX, Smart Cards, Call charge indicators, Terminal Products, SDH/SONET, SUPL, A-GPS, E-CID.....

### Content Providers

Software Development & Web Solution, Market Research, Data Services, Business Transcription Services, Mobile Content & Applications, Mobile Software & Services, Middleware Solutions, Roaming Applications, SMS Gateways, Mobile Media Solutions...

### Accessory Manufacturers

Antennas, Internet Access Products, Mobile Accessories, Telecommunication Call Manage Key Systems, Telecom Parts, Telephone Accessories, Wireless Data Products, Audio Production Equipment & Accessories, Satellite Communication Product, Signal Processing Equipment, CATV / CCTV, Digital Audio Equipment for CATV, Earth Station Equipment, Internet Over Cable, Studio Equipment, Video Encoders / Decoders, Video Production Equipment, Carrier Ethernet Access, Converters & Connectivity, Digital Cable TV.....

### Enterprise IT Telecommunications

IT Infrastructure Solutions, Testing & Maintenance, Universal Messaging, Call Management, Web Services, Next Generation Data Center, Service-Oriented Architecture, Network Enablers & Architectures, Management Support for Heterogeneous Environments, Outsourcing and Shared, Services Solutions, Unbreakable Linux, Grid Computing, Collaboration Technologies, Business Intelligence, Green IT, Services in Power sector, UPS, Servo Controlled Voltage Stabilizers, Isolation, Transformers, Tandem Non-Stop Application Services, Enterprise Business Integration, Service desk applications, IP Multimedia Networks, Real Time Operating Systems, Enhanced Services Solutions, Embedded, Internet Telephony, Internet Infrastructure & Software, Network Security, Mapping / Geographic Information Systems....

m-Powering India



**ORGANISERS:**

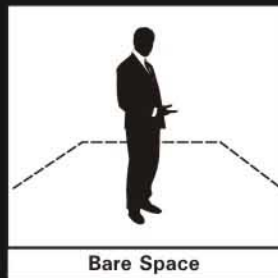
**Department of Telecommunications (DOT)**, Govt. of India is responsible for Policy, Licensing and Coordination matters relating to telegraphs, telephones, wireless, data, facsimile and tele-matic services and other like forms of communications. Promotion of standardization, research and development, private investment and financial assistance for the furtherance of research and study in telecommunications. Administration of laws with respect to any of the matters specified in this list, namely:-  
 a) The Indian Telegraph Act, 1885,  
 b) The Indian Wireless Telegraphy Act, 1933, and  
 c) The Telecom Regulatory Authority of India Act, 1997.



**Federation of Indian Chambers of Commerce and Industry (FICCI)**, set up in 1927, is the largest and oldest apex business organization of Indian business. With a nationwide membership of over 1500 corporates & over 500 chambers of commerce and business associations, FICCI espouses the shared vision of Indian businesses and speaks directly and indirectly for over 2,50,000 business units. FICCI maintains the lead as the proactive business solution provider through research, interactions at the highest political level and global networking.

FICCI organizes a large number of events including Exhibitions, Conferences, Seminars, Business meets etc. for promoting business.

**SECURE YOUR PRIME LOCATION**



**Participation Fees**

Participant	Shell Scheme	Bare Space
Indian	(INR) Rs. 10,500 per sq. mtr. (Minimum 9 sq. mts.)	(INR) Rs. 9,500 per sq. mtr. (Minimum 36 sq. mts.)
Foreign	USD \$ 325 per sq. mtr. (Minimum 9 sq. mts.)	USD \$ 275 per sq. mtr. (Minimum 36 sq. mts.)

- Early Bird Offer, avail 10% Discount on bookings with payment till 31/05/2011
- Early Bird Offer, avail 5% Discount on bookings with payment till 30/06/2011
- Catalogue Entry Charges: Rs. 1000 / US\$ 25 per participating company
- 10% refundable security deposit
- 10.3 % Service Tax

**Shell Scheme (Minimum 9 sq. mts.)**

- Fascia board with company's name & booth number
- 3 Spot lights
- 1 Table
- 2 Folding Arm chairs
- 1 Wastepaper basket
- One 15 Amp power socket
- 2 Exhibitor badges
- Exposition tickets to key clients

**Raw Space (Minimum 36 sq. mts.)**

- Exhibit space only
- Exposition tickets to key clients

**Associates:**









**Contact:**

**FEDERATION OF INDIAN CHAMBERS OF COMMERCE AND INDUSTRY**  
 Federation House, Tansen Marg,  
 New Delhi - 110 001, India

**FOR EXHIBITION:**  
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 Tel. :91 11 23359856 (D),  
 23738760-70 {Ext. 226}  
 Fax :91 11 23359734 (D), 23721504  
 Email:indiatelecom@ficci.com, rajat@ficci.com,  
 mayankrastogi@ficci.com

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