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## Modems – A Necessity Now!

The present modem market in **India is surely** to take off as soon as **3G technology** is in place

The market for modems in India grew from Rs. 350 crore to Rs. 400 crore in 2007-08 at a CAGR of 14.3 percent. The market was led by Atrie Technology with a share of 40 percent, with revenue earning of Rs. 160 crore from the modems segment. Bharti Teletech followed with revenue earnings of Rs. 57 crore from the modems market and a market share of 14.25 percent. MRO-Tek accounted

for 11.25 percent market share and Rs. 45 crore from the modems market. The other market players, Artek Enterprises, D-Link, Dax Networks, Gemini communications, Linquest Telecom, Nomus Comm – Systems, and Sterlite Technologies together accounted for Rs. 138 crore revenue.

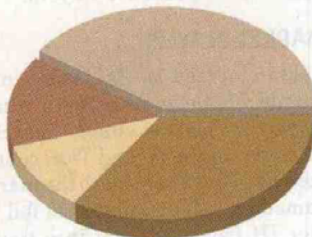
Major customers for Atrie Technology were from the BFSI sector,

The Indian modems market is seeing two trends. Firstly, users want the service provider to provide the modems and management. Secondly, there is a shift from the standalone unmanaged modems to managed networks using SNMP or other management techniques.

To cater to this shift, Nomus has introduced its Gateway i series of modems which have a built-in Ethernet Port with SNMP and HTTP agents for management. The modem market is seeing significant competition from wireless technologies for last mile access. However, security issues and reliability will allow the modem market to grow at a healthy rate of 20-30 percent over the next 2 years. G.SHDSL technology will continue to be the most popular even though the next generation VDSL has been around for 2-3 years now.

**INDIAN MODEM MARKET (VENDOR-WISE)**  
Total Rs. 400 crore

Vendor	Sales (Rs. crore)	Share (%)
Atrie Technology	160	40.00
Bharti Teletech	57	14.25
MRO-Tek	45	11.25
Others*	138	34.50



\*Others include: Artek Enterprise, D-Link, Dax Networks, Gemini Communications, Linquest Telecom, Multi-Tek, Nomus Comm-Systems, and Sterlite Technologies

including Bank of India, Bank of Maharashtra, Dena Bank, Oriental Bank of Commerce, and Vijaya Bank. Other major revenue sources for Atrie included PSUs and service providers. Bharti Teletech in second position received its major revenues in the modem market from service providers. MRO-Tek focused on the leased line modem segment and has built its reputation in this space through its compression equipment and media converters.