

# TELECOMERA

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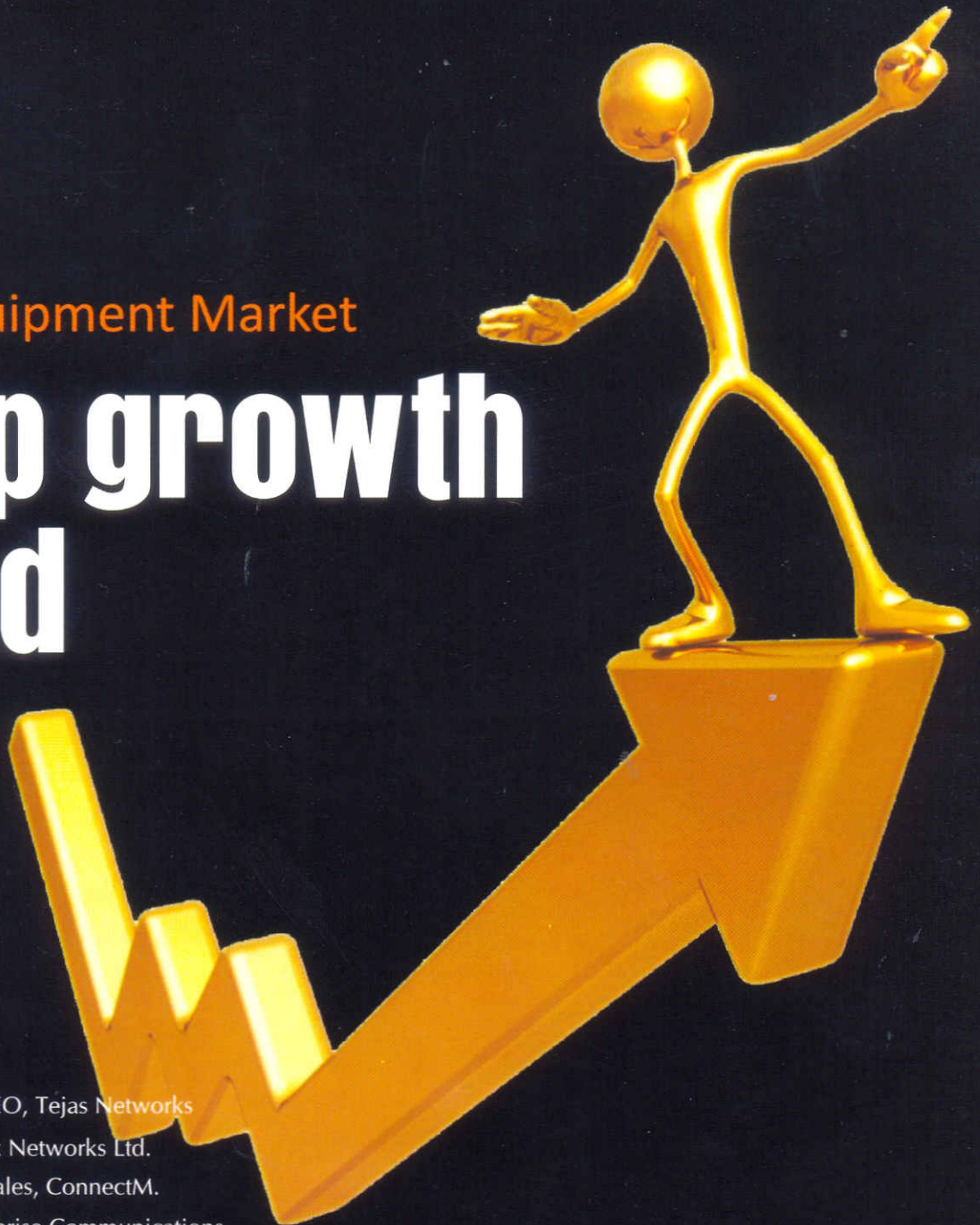
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Telecom Equipment Market

# Steep growth ahead



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Sanjay Nayak, Co-founder & CEO, Tejas Networks

Subashini Prabhakar, CTO, Dax Networks Ltd.

Sriram Chidambaram, Head - Sales, ConnectM.

Asheesh Pandia, Siemens Enterprise Communications

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Next Generation Network, key to enhance subscriber base

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**Telecom Era**

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## “The Indian rural market is going to be the next big thing for wireless telecom providers”

Ms. Subashini Prabhakar, Chief Technology Manager, Dax Networks Ltd.

### What are the opportunities and challenges for manufacturers in Indian telecom equipment and technology market?

The growth of mobile telephony industry and overall industrial development is expected to fuel the demand for telecom equipment in India. Presently, the telecom hardware manufacturing sector is dominated by international majors who have set up manufacturing bases in India. Concurrently, India's surging domestic market is also providing excellent investment opportunities in other segments of telecom equipment industry. Mobile telephony is growing at an annual rate of over 90 per cent. Apart from the basic telephone service, there is an enormous potential for various value-added services. In fact, the real potential for telecom service growth is still lying untapped.

The Indian rural market is going to be the next big thing for wireless telecom providers. With the tele-density in rural areas being still about 10 per cent against the national average of about 27 per cent, there seems to be huge untapped potential for mobile phone penetration in rural India. The telecom industry has also been on the path of continuously increasing its productivity levels. Indian manufacturers, with the tremendous expertise gained in the domestic market, are spreading their wings to reach out to global markets.

### With the introduction of technologies like 3G, WiMax, LTE in India, what effect do you see on telecom equipment manufacturing?

Technologies such as WiMAX and/or LTE in the BWA spectrum and CDMA-EVDO, HSPA+ in 3G are expected to drive wireless broadband. The coverage led rollout from operators based on such new technologies will increasingly drive the demand of active and passive infrastructure in the near future. The next few years are big for Wi-Max and everyone would see huge growth in numbers. High-speed data access is expected to bridge the urban-rural digital divide and help address concerns of delivering essential services like education, finance and healthcare. Wi-Max networks will be looked upon as potential last mile connectivity solutions as well as cost-efficient deployments vis-à-vis traditional wired connectivity more so as most places in India especially in the rural sector lack the traditional telecom backbone infrastructure.

Your recommendations for the further growth of

### telecom equipment and technology market?

Overall the telecom equipment market in India is likely to remain on a strong positive growth path with higher growth on the hardware and manufacturing. With the entry of Indian and Chinese players in certain segments, the industry is likely to get more competitive with shrinkage on margins and focus would move from top-line growth towards profitable growth. While broadband would require some amount of network upgrade and deployment of active infrastructure, existing telecom infrastructure would expedite rollout of affordable wireless broadband.

### How do you plan to further strengthen your presence in 3G market?

Dax is aligning itself in terms of product offering and designing solutions which can make use of the emerging technologies like 3G in offering state of the art solutions, which are scalable with low OPEX.

### Your investment plans and targets for this year?

We are now gearing up with a stronger channel strategy to position our new products in the market. We are focusing on mid level to high end enterprises in the verticals like retail, education, manufacturing and definitely the government. While our strength has been in the telecom and Government sector, we see bagging more projects in the rural connectivity space.

### How do you see the year 2011 for Indian Telecom Industry and particularly Dax Networks?

India being the second largest telecom market in the world is growing by leaps and bounds. The industry has witnessed consistent growth during the last year on the back of rollout of newer circles by operators, successful auction of third-generation (3G) and broadband wireless access (BWA) spectrum, network rollout in semi-rural areas and increased focus on the value added services (VAS) market. The booming domestic telecom market has been attracting huge amounts of investment which is likely to accelerate with the entry of new players and launch of new services. India will be the fastest growing telecom equipment production market in the Asia Pacific region over the next five years.

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