



Innovations to drive Dynamics of Indian Telecom and ICT Sector

Keynote Presentation

by

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at

17th ATIE

India International Centre, New Delhi

6th May, 2013

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About TEMA

- Established on 1st June, 1990, TEMA is recognized by the Government of India as the National Apex body to represent telecom Technology Providers, Global and Indian, Private and Government owned companies.
- Being the official mouthpiece of telecom manufacturing industry, TEMA plays the critical role of:
- advising the government and influencing decisions relating to telecom industry.
- nominating names of technical experts from the industry to various telecom committees of the Government of India and major national industry associations.
- TEMA Governing Board is headed by NK Goyal, Chairman Emeritus

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About CMAI

- CMAI prime Integrated Association of India representing all verticals of ICE, telecom sector of India in India having 48.500 members and more than 54 MOUs with International organizations with branch offices in USA, UK, Japan, Korea, Singapore, Taiwan, China and Malaysia.
- It offers one window service for information dissemination, guidance on setting up businesses in India.
- It connects to Industries, Government, Trade and Business
- It is involved in policy formulations with Government and other stake holders or Technology Innovations, Indigenous manufacturing
- It assists manufacturers to maximize competitiveness in the domestic and international markets.
- It also offers consultancy services on turn key basis through its member companies

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Importance of Innovations

- Talking of Innovations, according to estimates by World Bank and other private firms, the innovations can produce an annual GDP output of more than \$50b. Big enough to eradicate the poverty and hunger problems of several Countries of world.
- Various Countries have developed several Innovations in the past.
- The need is the free flow of available knowledge and instruments so that these innovations can reach the masses globally and become affordable.
- When we talk of developing Countries like India, China, South Africa we have immense manpower waiting to be harnessed and capitalized. Even a small impetus can drive the people of these economies, considering that Indians and Africans are everywhere in west, we should not have any doubt on what we can do in our Countries.



Emerging ICT Innovations

- Innovation not a ONE TIME INVENTIONRather continuous and constantly evolving
- 2G, 3G, 4G, high speed, better quality...Guarantee?
- Mobile phone everything other than phone.....
- Everybody wants everything. Goggle..internet, goggle voice, now goggle phone.....Hunger for speed, more.
- What choice e.. More than 5 lac of applications ?

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Unleashing Indian Telecom Innovations

- New innovative ways of doing business
- Lowest acquisition cost for new connection ..half dollar for life time
- Managed services, Missed call
- Caller Back Ring Tone
- Infrastructure Sharing
- Dynamic discounting, Battery life
- World's smallest recharge and lowest cost cell phone
- SMS based earnings due to TV games, greetings, jokes, social networks, VAS contents
- Sachet VAS pricing, 1 Re per day, pay per use etc
- Lowest tariff but one of the highest profitability
- India of late has been known for Nano Car, Aakash Tablet

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Innovation Digital Roadmap

- Mobile Commerce : Saving Account on Phone in rural Area , Mobile Banking transactions, Payment enablement
- Mobile Healthcare: Doctor on Call, Availability of basic health information on mobile , Consultancy on phone
- Mobile Education: Community based groups , Distance learning programs on mobile, Virtual class room
- M-Agriculture: Availability of best practices in agriculture on phone, Mobile market place for farmers on phone, eliminating the need of middle man
- Digital Revolution: Mobile TV, High Speed mobile broadband in rural , DTH revolution
- Mobile Governance : Integration with UID, Public Information updates like Traffic alerts , Integration with e-governance



Digital India: The Coming Consumer Internet

- New services are attracting new mobile users.
- Customized advice given to farmers based on location, weather, crop, and soil details.
- In the health sector, an SMS-based query system provides diagnostic advice and prescriptions to patients in rural areas who lack access to good doctors.
- Mobile connectivity for online banking thereby making Minutes a medium of currency.
- More education, more relevant content, and cheaper data connections brings these consumers online.
- Amazon, Google, and Face Book enjoy strong position in India, thanks to the unfettered market access and to the English-speaking elites who have been the main Internet users to date.
- E-commerce should also be a major growth area for India
- India's National Optic Fiber Network is underway

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Gen I

- Call them “Gen I.”
- “I” stands for India, independence, and individuality.
- Members of Gen I believe in living in the present and indulging themselves more than their parents do.
- Thus, the beauty and personal-care market has grown almost 20 times over the past 20 years.
- The Gen I'ers have far greater choice than prior generations.
- The number of car models, for example, has jumped from about 5 in 1990 to more than 160 today
- Are also worldlier, with greater exposure to global events and trends, making them much more demanding.
- The number of television channels has exploded, from 1 to more than 500.



Gen I Contd...

- This meteoric growth suggests that India is on the steep slope of rapid change.
- Gen I'ers are increasingly becoming the public face of the new India—emblems of national optimism, energy, and growth.
- The tremendous growth in Science and Technology suggests a nation of ambition and pent-up demand.

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Dynamics of Indian Telecom Market

- Indian Telecom Sector has been masterpiece of liberalization becoming world's highest monthly addition, second largest base in world,
- Indian Telecom sector now known for world's largest controversies, ambiguities
- Indian Telecom sector to witness huge investments to the tune of \$ 110 Bn. during 2012-2017
- Telecom Subscribers to cross 1.5 Bn. by 2015, 5 Bn. by 2020.
- About 25 per cent (Appx. 300 million) would be 3G/4G subscribers, which would require scaling up the infrastructure.
- About \$70 Bn. estimated investment for green field 2G, 3G/4G and WiMax networks, while \$ 25 Bn. would be required to set up an extra 200,000-odd telecom towers across the Country.
- The total investment in the pan-India Broadband rollout is expected to be \$ 20 Bn., while another \$ 20 Bn. will be invested in augmenting the transmission network.



India: a trailblazer in the mobile market

- The number of Internet users recently passed the 120 million mark, and demand is accelerating.
- 350 million users expected by 2015
- By 2015, a four-fold growth in Internet hours is expected , with nearly 40 percent of demand coming from tier 4 towns and rural areas; 22 percent coming from tier 1, 2, and 3 cities; and about 38 percent coming from metro areas.
- Mobile-only Internet users to go from about 10 percent of users today to 40 or 50 percent by 2015.
- Penetration of mobile Internet usage, via feature phones and smart phones, is already more widespread than PC and laptop penetration
- The 4 Internet consumer segments: the young affluent tech savvy trendsetters, the older tech dependent reluctant adopters, the price constrained tech savvy smart shoppers and the older late adopters tech indifferent

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What is this?



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Thoughts are endless, Ideas are endless, Talks are endless!!

LET US INNOVATE AND GROW
THANKS

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