



**CONNECTING RURAL INDIA**

December 11-13, 2008  
Pragati Maidan, New Delhi, India

# POST SHOW REPORT

Organised by



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

**DOT**



Federation of Indian Chambers  
of Commerce and Industry

**OVERVIEW****INDIAN TELECOM 2008: Connecting Rural India**

The third year in succession, Indian Telecom 2008, a joint venture of Department of Telecommunication (DoT), Government of India and the Federation of Indian Chamber of Commerce and Industry (FICCI) was a great success in all respects. It offered lot of again offered lots of enthusiasm and provided networking & business opportunities for the different stakeholders of the entire telecom ecosystem. The theme of India Telecom 2008 "Connecting Rural India" was well received. The event was held in New Delhi from 11-13 December.

Hon'ble Prime Minister of India, Dr Manmohan Singh inaugurated India Telecom 2008 in the august presence of Hon'ble Minister for Communications and Information Technology, Thiru A. Raja and Hon'ble Minister of State for Communications & Information Technology, Shri Jyotiraditya M. Scindia.



The Hon'ble Prime Minister of India launched the 3G Mobile services in India by receiving a video call from Thiru A Raja. The Hon'ble Prime Minister also released the report titled "Connecting Rural India - The Untapped Growth Opportunity" prepared jointly by the DoT, FICCI and Capgemini, the knowledge partner for India Telecom 2008.

Taking the momentum forward, A Seminar on "How India can become a Leader in the Wireless World" was also conducted to establish collaboration and provide platform for exchange of ideas with premier universities and Research Organizations of the world from different countries. The seminar had focused sessions on Next Generation Wireless Technologies & Renewable Energy Needs of Telecom

The event held at the time when the entire telecom fraternity is looking at rural India as their next destination. Also, the provision of telecom facilities in rural areas is high priority for the government. Rural India holds the key to sustainable growth in the telecom industry. The rural hinterland comprises 6, 00,000 villages with around 809 million population, which is bigger than the total urban population of 338 million. The current tele density in rural areas is about 10% and there is huge potential to grow.

Public-private partnership is necessary to resolve the connectivity predicament faced by 70% of the population living in the rural areas. Also, the government of India has set an ambitious target of providing 200 million rural telephone connections and a rural tele density of 25% by 2012. To increase the rural penetration, about 18,000 towers are to be installed additionally. Despite the current worldwide economic melt down, the Indian Telecom industry is on a growth trajectory.

Also, USOF-supported infrastructure will enable aggressive penetration of rural broadband. These are some for the specific requirements and the targets of the telecom industry and government. Indian Telecom 2008 had discussed all these issue and provided a platform to the entire telecom fraternity to share their views, plans and experiences. The event had received a phenomenal response from the Indian telecom industry and successes to give boost to the telecom sector in India.

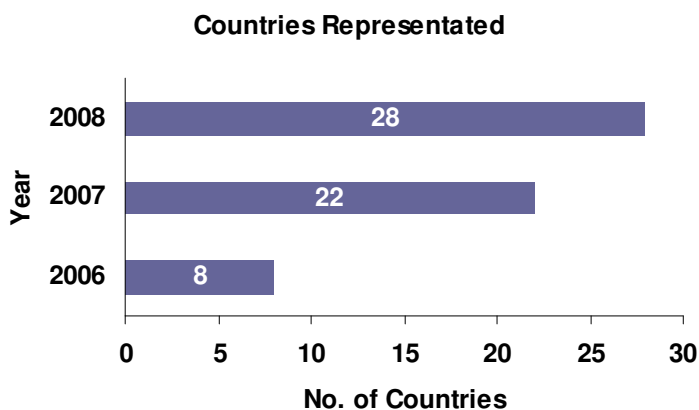
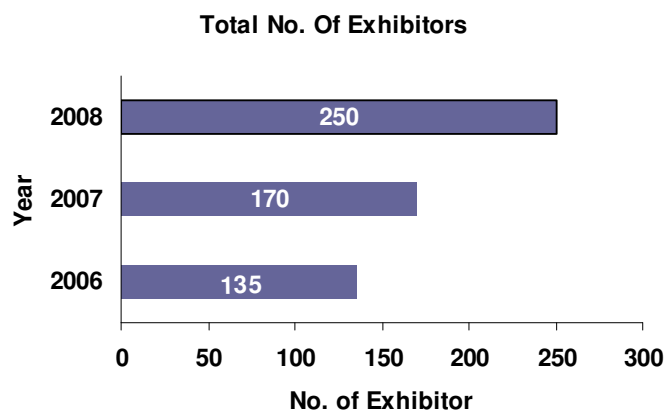
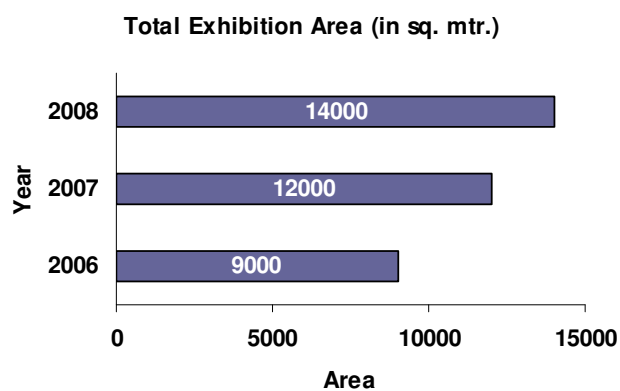
## EXHIBITION

**INDIA TELECOM** has already established itself as the largest event in India; with over **250** companies, representing from **28** countries, attracting **17, 114** attendees from **54** countries.

### Exhibition Statistics

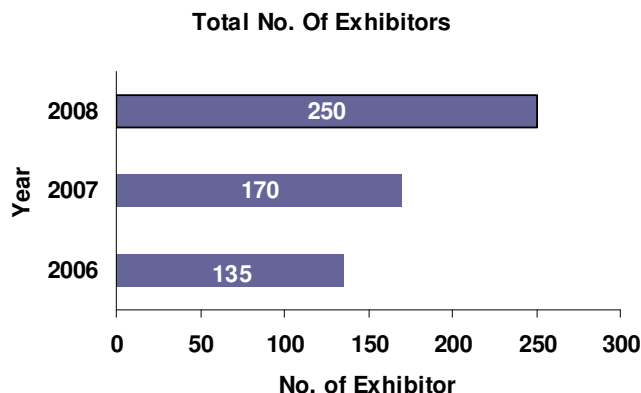
Total Exhibition Area (in sq. mts.)	<b>14, 000 sqm</b>
Total number of Exhibitors	<b>250</b>
Foreign Participants	<b>93</b>
National Participants	<b>157</b>
Countries Represented	<b>28</b>
Pavilions	<b>China, Taiwan, Telecom Centers of Excellence (TCOE), Telecom Infrastructure</b>

### Growth Trend



**EXHIBITOR****Growth Trend**

Total Number of Exhibitors	<b>250</b>
Increase in 2008	<b>32%</b>

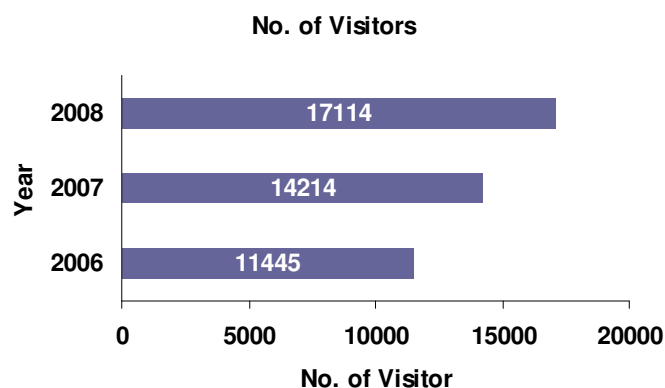
**Exhibitor Feedback**

<b>85 %</b>	of the exhibitors surveyed met their expectations
<b>75 %</b>	of the exhibitors surveyed rated the quality of visitors as good
<b>73 %</b>	of the exhibitors surveyed rated the quantity of visitors as good
<b>80 %</b>	of the exhibitors surveyed established contacts for future sales

\*\*Above statistics representative of sample surveyed

**VISITOR****Growth Trend**

Total Number of Visitors	<b>17, 114</b>
Increase in 2008	<b>17%</b>
Pre-registered Visitors	<b>2054</b>

**Visitor Feedback**

<b>83 %</b>	of the visitors surveyed were successful in gathering market information
<b>89 %</b>	of the visitors surveyed were successful in meeting suppliers
<b>69 %</b>	of the visitors surveyed were successful in placing orders
<b>84 %</b>	of the visitors surveyed were assessing market situation

\*\*Above statistics representative of sample surveyed

**CONFERENCE**



The two-day conference discussed new growth drivers that are revolutionizing the telecom sector in India and around the world and focused on opportunities and challenges in providing

seamless connectivity to rural India. The conference with the focus on 'Connecting Rural India' had various theme based sessions on Economic & Social Development in Rural India, Broadband for All, Strategy & New Business Approaches, Value Added Services & Content Management and Regulatory & Policy Environment.



A special session on 3G arriving in India was conducted by Policy makers. More than 50 distinguished speakers from India and abroad spoke at the conference.

The participants had the opportunity to hear the best of international and national experiences and also got the chance to interact and network with the eminent personalities.

During the summit, there was a CEOs/MDs Roundtable with Hon'ble Minister of Communications and Information Technology, Government of India. The focus was to have decision makers together at one platform to have a concrete discussion on taking the Indian Telecom sector to the next level and to share the Government's vision for the growth of telecom sector particularly in rural areas, expansion of broadband among others.



Other highlights of the event included Open House session which gave the participants to interact with the Government and policy makers from DoT and TRAI on policy related issues,



In order to develop and strengthen the capability to generate this expertise, the Telecom Centers of Excellence (TCOE) concept has been established in a Public-Private-Partnership (PPP) mode with all stakeholders onboard. During India Telecom 2007 organized by FICCI in association with Department of Telecommunications (DoT), Ministry of Communications and Information Technology, Government of India, there was

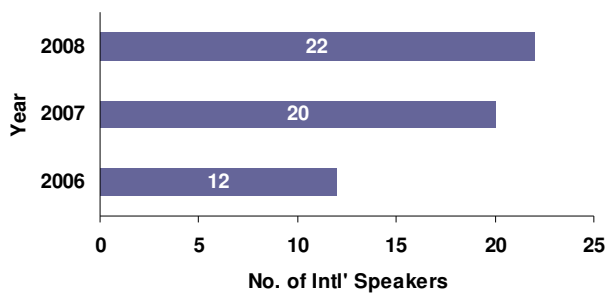
signing of MOU between Cellular Operators with Premium Academic Institutes of India (IITs/IIM/IISc) to create a network of Seven Telecom Centers of Excellence (TCOE) under a Public Private Partnership (PPP) Model with a strong backing of the Government of India.



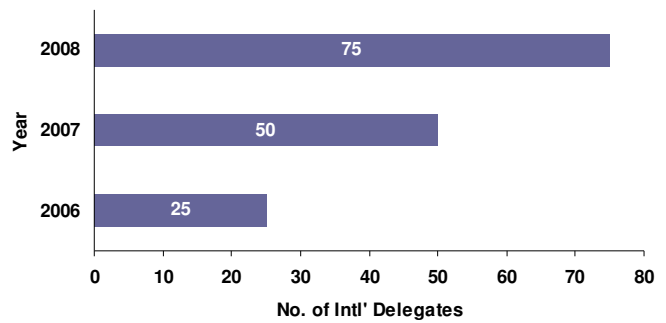
### Conference Statistics

<b>Total Number of Speakers</b>	<b>52</b>
Total Number of International Speakers	22
Total Number of National Speakers	30
<b>Total Number of Delegates</b>	<b>500</b>
Total Number of International Delegates	75
Total Number of National Delegates	425

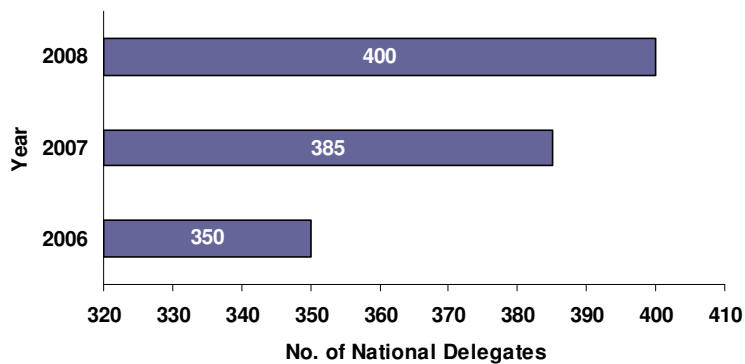
International Speakers



International Delegates



National Delegates



## SHOW COVERAGE AND SPONSORS

**INDIAN TELECOM 2008** was promoted exclusively to professional and trade visitors through an extensive and carefully planned multi-media campaign.

An extensive PR, advertising and direct marketing campaign was executed attracting key personnel who have the authority to buy, specify or recommend Telecom products and services.

Media Representative

320

Advertising	• Telecom & IT publications • Newspapers	
TV/Radio coverage	•Business Channel •Telecom & IT Shows	•News Channel •CNBC TV
Telecom & IT Publications	•Telecom Era •Communications Today •Cable Quest •Telecom Live •Info Security •Electronics Bazaar	•Voice & data •Telecom watch •Global Technologies •Satellite @ Internet India •Info Store •Global Technologies
International/Local Press	•The Hindu •Business Standard •Business Line •Financial Express •Navbharat Times •Amar Ujjala •Murosoli  •The Tribune •Asian Age •Rastriya Sahara •Telegraph •The Business Age •State Times •Jansatta •MahaMadha •DNA Money •The Tribune •Financial World •Kashmir Times •Assam Tribune •Dainik Navjyoti •Greater Kahlmir •Mehka Bharat •Swatantra Bharat •Mail Today	•The Hindustan Times •The Times of India •Economics Times •Danik Jagran •Danik Bhaskar •The Indian Express •The Statesman  •The Pioneer •National Herald •Deccan Chronilce •Mint - Delhi •MyBiz •National Herald •Punjan Kesari •Times Business •DNA •Aaj Samaj •Deccan Herald •Central Chronicle •Nai Duniya •United Bharat •Aaj •Rastradoot •Rajasthan Patrika •The Political and Business Daily

Websites	<a href="http://www.indiamart.com">www.indiamart.com</a>	<a href="http://www.newkerala.com">www.newkerala.com</a>	<a href="http://www.thaindian.com">www.thaindian.com</a>
	<a href="http://www.capgemini.com">www.capgemini.com</a>	<a href="http://www.i4donline.net">www.i4donline.net</a>	<a href="http://in.news.yahoo.com">http://in.news.yahoo.com</a>
	<a href="http://www.thehindubusinessline.com">www.thehindubusinessline.com</a>	<a href="http://www.topnews.in">www.topnews.in</a>	<a href="http://www.andhranews.net">www.andhranews.net</a>
	<a href="http://www.igovernment.in">www.igovernment.in</a>	<a href="http://www.b4uindia.com">www.b4uindia.com</a>	<a href="http://www.globalsmtindia.in">www.globalsmtindia.in</a>
	<a href="http://www.cxotoday.com">www.cxotoday.com</a>	<a href="http://www.cellfanatic.com">www.cellfanatic.com</a>	<a href="http://channelnews.in">http://channelnews.in</a>
	<a href="http://itvoir.com">http://itvoir.com</a>	<a href="http://www.opera.com">www.opera.com</a>	<a href="http://www.devex.com">www.devex.com</a>
	<a href="http://www.medianama.com">www.medianama.com</a>	<a href="http://www.telesoft-technologies.com">www.telesoft-technologies.com</a>	<a href="http://www.thomex.com">www.thomex.com</a>
	<a href="http://www.qctconnect.com">www.qctconnect.com</a>	<a href="http://www.eltekevalere.com">www.eltekevalere.com</a>	<a href="http://voicendata.ciol.com">http://voicendata.ciol.com</a>
	<a href="http://news.webindia123.com">http://news.webindia123.com</a>	<a href="http://www.equitybulls.com">www.equitybulls.com</a>	<a href="http://www.techtree.com">www.techtree.com</a>
	<a href="http://www.merineews.com">www.merineews.com</a>	<a href="http://www.biztradeshows.com">www.biztradeshows.com</a>	<a href="http://www.eventseye.com">www.eventseye.com</a>
	<a href="http://news.google.ae">news.google.ae</a>	<a href="http://www.ficci.com">www.ficci.com</a>	<a href="http://www.indiatelecom.org">www.indiatelecom.org</a>
	<a href="http://www.dot.gov.in">www.dot.gov.in</a>	<a href="http://www.tematelecom.org">www.tematelecom.org</a>	<a href="http://www.telecomwatch.in">www.telecomwatch.in</a>
	<a href="http://www.auspi.in">http://www.auspi.in</a>		

Direct Mailing

- Previous exhibition visitors
- Distribution of over 1, 80, 000 complimentary visitor invitations
- Exhibitor visitors ticket requests
- Email campaigns to Telecom trade professionals across the Globe
- INDIA TELECOM Show Preview

THROUGH THE LENS





## **DEVELOPMENTS IN INDIAN TELECOM SECTOR**

### **Performance of INDIAN Telecom Sector (OVERALL)**

#### **Broad Indices of Development**

- The total numbers of telephone connections have gone up from 142.09 million in January 2006 to 384.79 million in December, 2008.
- Wireless connections have gone up from 93.11 million in January 2006 to 346.89 million in December, 2008 nearly four fold increase.
- Rural telephone have gone up from 14.76 million in January 2006 to 107.03 million in December 2008 while urban telephone have gone up from 127.32 million in January 2006 to 277.76 million in December 2008.
- Overall tele-density has gone up from 12.37 percent in January 2006 to 33.23 per cent in December 2008.
- Rural tele-density has gone up from 1.79 percent in January 2006 to 13.13 per cent in December 2008.
- The broadband subscribers have gone up from 1.15 million in January 2006 to 5.45 million in December, 2008.
- Focused programme to provide Village Public Telephones in 66,822 uncovered villages has been undertaken and as against this target the total numbers of VPTs provided to villages were 55,981 till 31st December, 2008.
- FDI equity inflow has gone up from 477.74 million dollar in January 2006 to 1619.2 million dollar in Aug 2008.

### **Major Policy Initiatives**

#### **(a) Guidelines for intra service area Merger of Cellular Mobile Telephone Service (CMTS)/ Unified Access Services (UAS) Licences**

Government has issued detailed guidelines permitting intra service area Merger of CMTS / UAS Licences for proper conduct to Telegraphs and Telecommunication services. The guidelines will ensure merger and acquisition would take place within the guidelines approved for the better and efficient telecom performance.

#### **(b) Adoption of international commission on Non-Ionizing Radiation protection (ICNRP).**

Adoption of ICNRP Guidelines in Telecom Sector in India regarding basic restriction and reference levels for limiting EMF exposure. These conditions has been incorporated in import licenses of mobile sets. Manufacturers of mobile sets in India are being asked to adopt these standards and self certify the products. Similarly the custom authorities should notify that mobile handsets being imported should bear certification of the manufacturer that they meet these standards.

#### **(c) Setting up 7 Telecom Centres of Excellence:**

Approval for setting up of 7 Telecom Centres of Excellence at premier academic Institution at selected IITs, IIM Ahemadabad and IISc. Bangalore was given during the year 2007. These Telecom Centres of Excellence have already started functioning in the country to give fillip to research and development in the telecom sector.

#### **(d) Guidelines for infrastructure sharing**

Government has issued detailed guidelines on sharing of both active and passive infrastructure to different service providers in order to reduce input of telecom Access service providers and facilitate further reduction in tariff as well as enhanced tele-density in rural areas.

**(e) 3G Services and Broadband Wireless Services**

The government has in a pioneering decision, decided to auction 3G & BWA spectrum in February 2009. The broad policy guidelines for 3G & BWA have already been issued and allotment of spectrum has been planned through simultaneously ascending e-auction process by a specialized agency. New players would also be able to bid thus leading to technology innovation, more competition, faster roll out and ultimately greater choice for customers at competitive tariffs. The 3G will allow telecom companies to offer additional value added services such as high resolution video and multi media services in addition to voice, fax and conventional data services with high data rate transmission capabilities. BWA will become a predominant platform for broadband roll out services.

**(f) Mobile Number Portability (MNP) Service**

Mobile Number Portability (MNP) allows subscribers to retain their existing telephone number when they switch from one access service provider to another irrespective of mobile technology or from one technology to another of the same or any other access service provider. The Government has already announced the guidelines for Mobile Number Portability (MNP) Service License in the country on 1st August 2008 and these services are slated to be introduced by middle of this year.

**(g) Manufacturing in telecom sector**

The stupendous growth in Indian telecom sector in recent past and projected continued growth coupled with the proactive policies of the Government has resulted the renowned telecom companies like Flextronics, Ericsson, Nokia, Telcordia, Alcatel and Motorola Foxconn to set up their manufacturing base in India. This has made India the most sought after destination in manufacturing.

\*\*\*\*\*

**NEXT YEAR EVENT**



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

**FICCI**

Federation of Indian Chambers  
of Commerce and Industry

**INDIA  
TELECOM  
2009**



**3 - 5 December 2009  
Pragati Maidan, New Delhi, India**

**FOR EXHIBITION:**

Rajat Parashar / Mayank Rastogi  
Trade Fairs Division  
Tel.: 91 11 23359856 (D), 23738760-70  
Fax: 91 11 23359734 (D), 23721504  
Email: [rajat@ficci.com](mailto:rajat@ficci.com) , [mayankrastogi@ficci.com](mailto:mayankrastogi@ficci.com),  
[indiatelecom@ficci.com](mailto:indiatelecom@ficci.com)

**FOR CONFERENCE:**

Sarika Gulyani/Dushyant Thakor  
IT & Telecom Division  
Tel.: 91-11-23736190 (D), 23738760-70 Extn:420  
Fax: 91 11 23320714, 23721504  
Email: [ficcitelecom@ficci.com](mailto:ficcitelecom@ficci.com), [sarika@ficci.com](mailto:sarika@ficci.com)  
[dushyant.thakor@ficci.com](mailto:dushyant.thakor@ficci.com)

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

**[www.indiatelecom.org](http://www.indiatelecom.org)**