



# india telecomm 2009

## POST SHOW REPORT

*The International Telecommunication Exhibition & Conference*

*3rd – 5th December 2009  
Pragati Maidan, New Delhi, India*

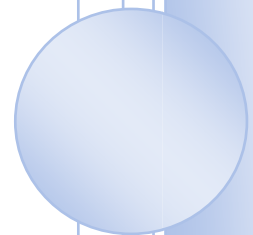
ORGANISED BY:



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



Federation of Indian Chambers  
of Commerce and Industry



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## INDIA TELECOM 2009: TELECOM FOR INCLUSIVE GROWTH

The Fourth year in succession, **Indian Telecom 2009**, a joint venture of Department of Telecommunication (**DoT**), Government of India and the Federation of Indian Chambers of Commerce and Industry (**FICCI**) was a great success in all respects and has surpassed all previous editions in terms of delegates, exhibitors and visitors. **India Telecom 2009** has proved to be the largest annual technology event of the Indian Telecom sector where both products and technologies were showcased by telecommunications vendors and business clients. It offered plenty of networking & business opportunities for the participating stakeholders of the entire telecom ecosystem. Over 100 dignitaries, chairpersons and speakers representing policymakers, senior Government officials and key representatives from both Indian and Global Telecom sector addressed the India Telecom 2009 in a series of focused conference sessions. The theme of India Telecom 2009 “**Telecom for inclusive growth**” was well received. **The event was held in New Delhi from 3-5 December, 2009.**



**India Telecom 2009 was once again addressed by the Hon'ble Prime Minister of India Dr. Manmohan Singh in the august presence of Thiru A Raja, Hon'ble Minister for Communications and Information Technology, and Shri Gurdas Kamat, Hon'ble Minister of State for Communications and Information Technology and Shri Sachin Pilot, Hon'ble Minister of State for Communications and Information Technology**



While addressing the valedictory function of India Telecom 2009 and the participants from over 52 countries, Hon'ble Prime Minister of India, Dr. Manmohan Singh said: *“I am very happy to be here amidst you today for the valedictory function of India Telecom 2009. This is an event of great significance. It tells us about the future prospects of our economy, of our policy and our society. The future is here. The telecom industry displays characteristics, which can give you a glimpse of things to happen in our country. I therefore begin by complimenting the Department of Telecommunication, The Federation of Indian Chambers of Commerce and Industries and all others who have contributed to organizing this most impressive event. I have learnt that India Telecom 2009 has been a great success and I congratulate all those who have been associated with this effort”.*



The two days conference was organized with an objective to learn about the best practices & global experiences, exchange innovative ideas, explore areas of collaboration and above all, to provide a platform for informative & interactive sessions between the various stakeholders in the Telecom sector. The event provided an opportunity to hear the thoughts of eminent persons in this area and helped in better understanding the role of Telecom for inclusive growth in the country. The conference had focused sessions on Rural Telecom, India as 'HUB' for Telecom Equipment Manufacturing & Exports, Value Added Services, Mobile Banking and M-Commerce, Exploring New Frontiers and Regulatory & Policy Framework.

An address was delivered by Dr. A P J Abdul Kalam, Former President of India in the Special Session on “Telecom for Inclusive Growth”. Dr. Kalam also released the report titled “The Indian Telecom Success Story” prepared by FICCI and KPMG, the knowledge partner for India Telecom 2009.



More than 40 distinguished speakers from India and abroad spoke at the conference around 550 delegates attended 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 eminent personalities.

During the summit, there was a CEOs Roundtable with Shri. Sachin Pilot, Hon'ble Minister of State for Communications and Information Technology, Government of India. The CEOs Roundtable had participation from both the existing as well as new players in the Telecom Industry. Discussion took place on the growth of telecom sector particularly in rural areas, Broadband and 3G services amongst others.



Other highlights of the event included an Open House on Regulatory and Policy Issues which gave the participants to interact with the Government and policy makers from DoT, DIT and TRAI on policy related issues.

The Indian telecom sector is contributing 5.6% to the gross domestic product of the nation as was notified by Thiru A. Raja at the closing day of the premier conference. He also said that the major achievement of the telecom department has been the scaling up to 500 million subscribers, well ahead of time.

This high energy event attracted large participation from telecommunication companies from both government and private sectors. The large range of audience including telecommunication professionals, technology enthusiasts, students, end users, press members visited the event, to meet as well as check out the best in digital convergence and technology products.

**The International Telecommunication Exhibition & Conference – INDIA TELECOM is being organized successfully from 2006.**

## FACTS & FIGURES

### VENUE FACTS

<b>TOTAL SQM:</b>	<b>14,000 sqm.</b>
<b>LOCATION:</b>	<b>Pragati Maidan Exhibition Center</b>
<b>CITY / COUNTRY:</b>	<b>New Delhi, India</b>

### EXHIBITION FIGURES

<b>Total No. of Exhibitors:</b>	<b>198</b>
<b>Total No. Countries Represented:</b>	<b>18</b>
<b>Total No. International Exhibitors:</b>	<b>78</b>
<b>Total No. National Exhibitors:</b>	<b>120</b>
<b>Total No. Visitors:</b>	<b>18, 130</b>
<b>Pavilions:</b>	<b>Sweden, China, Taiwan, WiMAX, TCOE, TEPC</b>

- **96% of the exhibitors stated that India Telecom 2009 was successful.**
- **79% of the exhibitors achieved their expectations and targets.**
- **84% of the exhibitors generated good contacts for future sales.**
- **86% of the exhibitors satisfied with the quality of visitors.**
- **98% of the exhibitors stated infrastructure at the exhibition was very good.**
- **Visitors stated that 96% of the exhibitors were very good.**
- **Visitors stated that 95% facilities at registration were very good.**

### CONFERENCE FIGURES

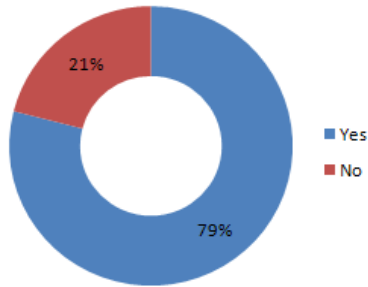
<b>Total No. of Speakers:</b>	<b>42</b>
<b>Total No. International Speakers</b>	<b>15</b>
<b>Total No. of National Speakers</b>	<b>27</b>
<b>Total No. of Delegates:</b>	<b>550</b>
<b>Total No. International Delegates:</b>	<b>96</b>
<b>Total No. National Delegates:</b>	<b>454</b>

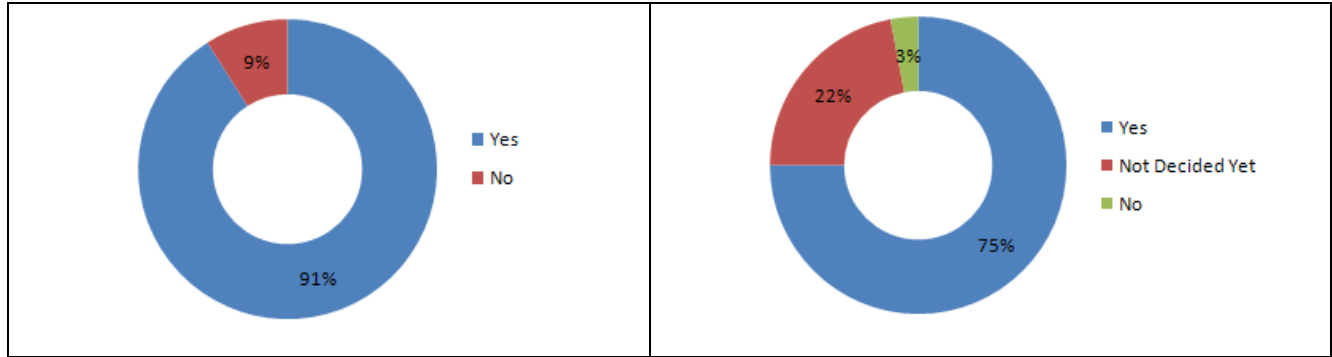
## MAJOR ACTIVITIES AT INDIA TELECOM 2009

2ND DECEMBER 2009, WEDNESDAY	
Time	Activity
07:00 PM	Networking Dinner Hosted by Secretary, DoT, Ministry of Communications and Information Technology, Government of India.
3RD DECEMBER 2009, THURSDAY	
Time	Activity
10:00 AM	Ribbon Cutting Ceremony of Exhibition.
11:00AM-01:00PM	CONFERENCE SESSION: Rural Telecom: Bridging the Telecom Divide.
02:00PM-03:30PM	CONFERENCE SESSION: India as 'Hub' for Telecom Equipment Manufacturing & Exports.
03:30PM-04:30PM	OPEN HOUSE SESSION with Senior Officials from DoT, TRAI, DIT on Regulatory Issues.
06:00PM-07:30PM	CEO's Roundtable with Hon'ble Minister of Communications and Information Technology, Government of India.
07:30PM Onwards	Dinner Hosted by Hon'ble Minister of Communications and Information Technology, Government of India.
4TH DECEMBER 2009, FRIDAY	
Time	Activity
09:30AM-10:45AM	CONFERENCE SESSION: VAS, Mobile Banking and M-Commerce.
10:45AM-12 Noon	CONFERENCE SESSION: Exploring New Frontiers.
12:10PM-01:20PM	CONFERENCE SESSION: Regulatory & Policy Framework.
02:00PM-02:45PM	Special Session On Telecom For Inclusive Growth, Address by Dr. A P J Abdul Kalam, Former President of India.
04:00PM-04:28PM	Closing Ceremony, Address by Hon'ble Prime Minister of India.
07:00PM onwards	Networking Dinner Hosted by FICCI.
5TH DECEMBER 2009, SATURDAY	
Time	Activity
08:00AM	Golf Tournament-Tee off to Next Billion

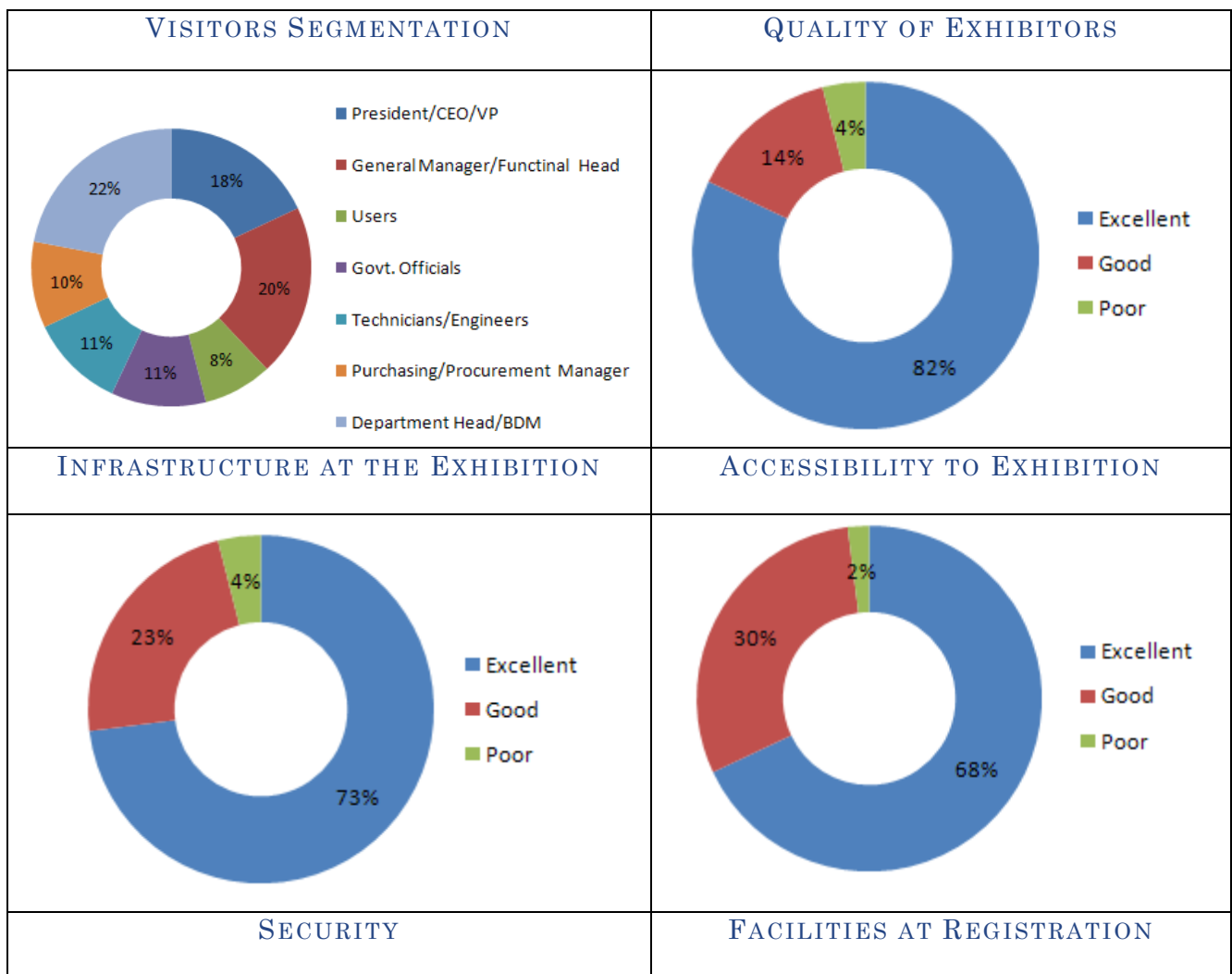
**EXHIBITION: 3<sup>RD</sup> – 5<sup>TH</sup> DECEMBER 2009 (THURSDAY TO SATURDAY)**

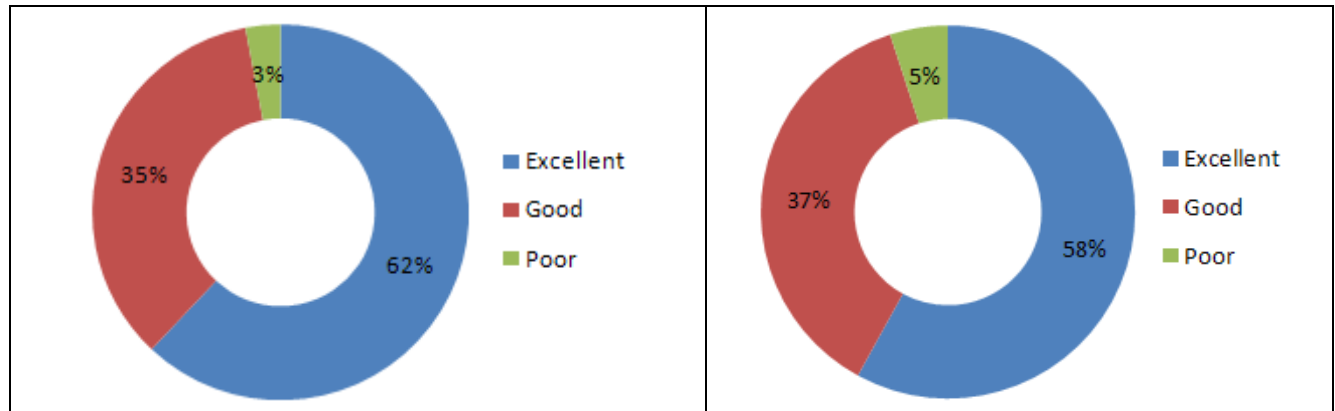
## EXHIBITORS SURVEY

<p><b>EXHIBITOR'S RATING - INDIA TELECOM 2009</b></p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td>Very Successful</td><td>73%</td></tr> <tr><td>Moderate</td><td>23%</td></tr> <tr><td>Not Successful</td><td>4%</td></tr> </table>	Very Successful	73%	Moderate	23%	Not Successful	4%	<p><b>DID THE EVENT MEETS EXHIBITORS TARGETS AND OBJECTIVES</b></p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td>Yes</td><td>79%</td></tr> <tr><td>No</td><td>21%</td></tr> </table>	Yes	79%	No	21%		
Very Successful	73%												
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Not Successful	4%												
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No	21%												
<p><b>FLOW OF VISITORS IN STAND</b></p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td>Excellent</td><td>68%</td></tr> <tr><td>Good</td><td>29%</td></tr> <tr><td>Poor</td><td>3%</td></tr> </table>	Excellent	68%	Good	29%	Poor	3%	<p><b>INFRASTRUCTURE AT THE EXHIBITION</b></p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td>Excellent</td><td>76%</td></tr> <tr><td>Good</td><td>22%</td></tr> <tr><td>Poor</td><td>2%</td></tr> </table>	Excellent	76%	Good	22%	Poor	2%
Excellent	68%												
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Poor	3%												
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Good	22%												
Poor	2%												
<p><b>EXHIBITORS SERVICES &amp; FACILITIES</b></p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td>Excellent</td><td>81%</td></tr> <tr><td>Good</td><td>18%</td></tr> <tr><td>Poor</td><td>1%</td></tr> </table>	Excellent	81%	Good	18%	Poor	1%	<p><b>COOPERATION &amp; SUPPORT BY THE ORGANISERS</b></p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td>Yes</td><td>98%</td></tr> <tr><td>No</td><td>2%</td></tr> </table>	Yes	98%	No	2%		
Excellent	81%												
Good	18%												
Poor	1%												
Yes	98%												
No	2%												
<p><b>WAS 3 DAYS SUFFICIENT?</b></p>	<p><b>PLANS TO SIGN FOR NEXT YEAR</b></p>												



### VISITOR SURVEY





### ORGANIZERS, ASSOCIATES & SPONSORS

**Organizers:** Department of Telecom, Ministry of Communications & IT, Govt. of India & Federation of Indian Chambers of Commerce & Industry

**Associates:** AUSPI, CMAI, COAI, ITU-APT, TEMA TEPC, WiMAX FORUM

### EXHIBITION SPONSORS

**Principal Sponsors:** ACME, BSNL, Ericsson, Delta, Nokia Siemens Networks  
**Co- Sponsors:** Aircel, Alphion, Idea, MTNL  
**Associate Sponsors:** Airtel, HBL, Luminous, Microtex, Motorola  
**Tunnel Sponsor:** Nokia Siemens Networks  
**Lanyard Sponsor:** HBL  
**Registration Desk Sponsor:** Directi  
**Badge Sponsor:** One97  
**Visitor Carry Bag Sponsor:** Escorts  
**Shuttle Sponsor:** Ericsson  
**Exhibitor's Catalogue Sponsor:** Motorola  
**Mouse Pad Sponsor:** Microtex  
**Card Holder Sponsor:** Nokia Siemens Networks  
**Mobile Stand Sponsor:** Supernova  
**VIP Lounge Sponsor:** WiMAX Forum  
**Cyber Café Sponsor:** Sify  
**Key Chain Sponsor:** Selvon  
**Pen Sponsor:** Delta  
**Newsletter Publisher:** tele.net

### CONFERENCE SPONSORS

**Platinum Sponsor:** Nokia Siemens Networks, Ericsson  
**Diamond Sponsor:** Telcordia

<b>Gold Sponsor:</b>	Genpact
<b>Conference Kit Sponsor:</b>	Tejas Networks
<b>Registration Counter Sponsor:</b>	GSMA
<b>Lunch Sponsor:</b>	Blackberry
<b>Badge Sponsor:</b>	Payworld
<b>Lanyard Sponsor:</b>	One97
<b>Tea Coffee Sponsor:</b>	Motorola
<b>Water Bottle Sponsor:</b>	WiMAX Forum

## MARKETING & MEDIA COVERAGE

**INDIAN TELECOM 2009** was promoted exclusively to professional and trade visitors through an extensive and carefully planned multi-media campaign.

An extensive PR, advertising, SMS Campaign, Email Shots, effective follow-up telemarketing, direct marketing campaign and other marketing communications were executed attracting key personnel who have the authority to buy, specify or recommend Telecom products and services.

<b>Media Representative</b>	<b>340</b>
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Advertising	<ul style="list-style-type: none"> <li>• <i>Telecom &amp; IT publications</i></li> <li>• <i>Newspapers</i></li> </ul>	
TV/Radio coverage	<ul style="list-style-type: none"> <li>• <i>Business Channel</i></li> <li>• <i>Telecom &amp; IT Shows</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>News Channel</i></li> <li>• <i>Gazets Shows</i></li> </ul>
Telecom & IT Publications	<ul style="list-style-type: none"> <li>• <i>Telecom Era</i></li> <li>• <i>Communications Today</i></li> <li>• <i>Cable Quest</i></li> <li>• <i>Telecom Live</i></li> <li>• <i>Info Security</i></li> <li>• <i>Electronics Bazaar</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Voice &amp; Data</i></li> <li>• <i>Telecom Watch</i></li> <li>• <i>Global Technologies</i></li> <li>• <i>Satellite @ Internet India</i></li> <li>• <i>Info Store</i></li> <li>• <i>Global Technologies</i></li> </ul>
International/Local Press	<ul style="list-style-type: none"> <li>• <i>The Hindu</i></li> <li>• <i>Business Standard</i></li> <li>• <i>Business Line</i></li> <li>• <i>Financial Express</i></li> <li>• <i>Navbharat Times</i></li> <li>• <i>Amar Ujjala</i></li> <li>• <i>Murosoli</i></li> <li>• <i>The Tribune</i></li> <li>• <i>Asian Age</i></li> <li>• <i>Rastriya Sahara</i></li> <li>• <i>Telegraph</i></li> <li>• <i>The Business Age</i></li> <li>• <i>State Times</i></li> <li>• <i>Jansatta</i></li> <li>• <i>MahaMadha</i></li> <li>• <i>DNA Money</i></li> <li>• <i>The Tribune</i></li> <li>• <i>Financial World</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>The Hindustan Times</i></li> <li>• <i>The Times of India</i></li> <li>• <i>Economics Times</i></li> <li>• <i>Danik Jagran</i></li> <li>• <i>Danik Bhaskar</i></li> <li>• <i>The Indian Express</i></li> <li>• <i>The Statesman</i></li> <li>• <i>The Pioneer</i></li> <li>• <i>National Herald</i></li> <li>• <i>Deccan Chronilce</i></li> <li>• <i>Mint - Delhi</i></li> <li>• <i>MyBiz</i></li> <li>• <i>National Herald</i></li> <li>• <i>Punjan Kesari</i></li> <li>• <i>Times Business</i></li> <li>• <i>DNA</i></li> <li>• <i>Aaj Samaj</i></li> <li>• <i>Deccan Herald</i></li> </ul>

- *Kashmir Times*
- *Assam Tribune*
- *Dainik Navjyoti*
- *Greater Kahhmir*
- *Mehka Bharat*
- *Swatantra Bharat*
- *Mail Today*

- *Central Chronicle*
- *Nai Duniya*
- *United Bharat*
- *Aaj*
- *Rastradoot*
- *Rajasthan Patrika*
- *The Political and Business Daily*

## THROUGH THE LENS





## DEVELOPMENT IN INDIAN TELECOM SECTOR

### INDIAN TELECOM SECTOR – AN OVERVIEW

- Second largest mobile network in the world with more than 500 million wireless subscribers
- Highest average growth of over 14 million subscribers per month, offering abundant opportunities for investment
- 40% rural teledensity by 2012 – i.e. addition of over 160 million connections in rural India in next two years.
- Target to provide optical fibre connectivity to 250,000 village panchayats by 2012
- Provision of 10,000 shareable mobile towers in rural India with subsidy support from USOF in the next 2-3 years.
- e-auction of spectrum for 3G and Broadband Wireless Access (BWA) services in early 2010, offering immense business opportunities in India
- Target to achieve 20 million broadband connections by 2010 from the existing broadband subscribers base of 7.5 million
- Telecom Export Promotion Council (TEPC) set up to promote the export of telecom equipment
- Liberalized FDI policies for attracting investment opportunities in telecom sector.
- Promotion of R&D activities in Telecom Centers of Excellence.
- Setting up of Telecom Entrepreneur Development Center (TEDC) for promoting entrepreneurship

### MAJOR POLICY INITIATIVES

**Rural Telephony:** Out of a total of 543 million subscribers in the country, there are about 162 million (about 31%) rural subscribers. During 2008-09, the growth rate of rural telephone was 61.48% as against the growth of 36.71% of urban telephones. As on 31.10.09, the rural teledensity was 19.69%. All villages having population of 500 or more and not having mobile coverage will be covered with mobile base stations with subsidy support from USOF.

With a view to provide sufficient back-haul capacity to integrate the voice and data traffic from access network in the rural areas to their core network, USOF has taken initiative to strengthen the OFC network in the rural and remote areas. This scheme considers OFC network augmentation between the Blocks Headquarter and Districts Headquarter. To begin with, Assam has been taken up first for implementation.

**Sharing of Infrastructure:** The guidelines on sharing of telecom infrastructure to different service providers will facilitate to reduce input of telecom access service providers and facilitate considerable reduction in tariff as well as enhanced tele-density in rural areas.

**Broadband:** Subsidy supports of Rs. 1500 crores (US \$ ..... ) is being provided by USOF for providing extensive broadband coverage in rural area for broadband connections, Customers Premises Equipment (CPE), computer/computing devices, setting up of kiosks for public access to broadband services. The estimated subsidy flow is.

**Telecom Centers of Excellence:** The increased use of new technologies, the move towards corporatization, competition and the separation of regulatory functions from operational services require advanced level policy, regulatory, managerial and technological expertise. In order to develop and strengthen the capability to generate this expertise, Telecom Centres of Excellence (TCOE) have been established in Public Private Partnership (PPP) mode. The seven TCOEs at the premier academic institutes at IITs, IIM Ahmadabad & Indian Institute of Science, Bangalore supported by a major telecom operator have identified important projects in association with the industry and are working to generate a skilled talent pool, cutting edge research, customer centric regulatory framework and innovative business models for rural India with the ultimate vision to extend the education and economic benefits to the poorest of the poor through telecommunications.

More than 70 R & D projects have been taken up in the areas of energy efficient devices & low backhaul for rural areas, network security, voice mail banking etc. TCOE India has been accepted by International Telecommunication Union as a valuator for its international mobile telephony cards data proposal for 4 G network.

## 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 the year 2010.

## FOREIGN DIRECT INVESTMENT (FDI)

Actual FDI received in telecom sector from April 2000 to October 2009 is Rs. 38,345 crore, which is 9% of the total FDI inflow in the country. Production of Telecom equipments in the country during 2008-09 is Rs. 48,800 crores and during 2009-10 (projected) is Rs. 57,500 crore with 18% CAGR. For boosting the export of telecom equipments and services, Telecom Equipment and Services Export Promotion Council (TEPC) has been set up. India's export of telecom items during 2008-09 was Rs. 11,000 crores and is expected to further increase to Rs. 13,250 crore during 2009-10 with 25% CAGR.

## MANUFACTURING IN TELECOM SECTOR

The stupendous growth in Indian telecom sector in recent past and projected continued growth of the proactive policies of the Government has resulted the renowned telecom companies have all their manufacturing base making India the most sought after destination in manufacturing.

## JOIN US AGAIN

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

**FICCI**  
Federation of Indian Chambers  
of Commerce and Industry

**5<sup>TH</sup> INTERNATIONAL  
EXHIBITION & CONFERENCE**

**INDIA  
TELECOM  
2010**

9-11 December 2010, New Delhi, India

**FACT SHEET**

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

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

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FAX: 91 11 23359734 (D), 23721504

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