



# Honouring Telecommunication Experts

The 4th annual ET Telecom Awards 2014 ceremony acknowledged the best and the brightest in the field even as it looked towards innovations and practices that are pointing towards the future

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The fourth edition of The Economic Times Telecom Awards presented by the Global Group was held in a beautiful ceremony on December 5, 2014 at the Taj Palace, New Delhi. As has become the norm over the last three years, the awards night witnessed the convergence of some of the most eminent personalities and leaders from the Indian telecommunications industry. These awards, an initiative by The Times Group and the Global Group, are aimed at providing a platform that celebrates the excellence displayed by industry members and also highlights the benchmarks and standards of business and of innovation that are a hallmark of the highly competitive telecommunications industry in India.

Telecommunications has changed the landscape of India. Since the early 1990s we've seen communications in India grow from around a few million land phones to reach a significant majority (75%) of the country's 1.2 billion people. India has gone from a communications backwater to become the second largest and most vibrant mobile market on the planet. As of March 2014, the overall telecommunications subscriber base in India is approximately 930 million, with the wireless subscriber base being pegged at around 900 million and the wireline subscriber base at nearly 30 million, according to the data released by the Telecom Regulatory Authority of India (TRAI).

An offshoot of this telecommunication growth has been empowerment for the people; millions of citizens can now electronically access services and information easily and effectively. Clearly, telecommunication services are also proving to be

an essential tool for the socio-economic development. Slowly but surely, the telecommunication age in India is one of information and knowledge revolution at the grassroots level. It is also clear that telecommunication services are one of the main support systems that can enable rapid growth and modernization of the various sectors of the economy. Smart phone penetration, which is critically dependent upon data connectivity, can be the true harbinger of revolution in India because it allows access to information, knowledge and services electronically, via the phone handset, i.e. single point infrastructure investment by the consumer. While the policy tasks the sector with growth in broadband services, the sector itself needs to look at improving the availability and quality of the data service connectivity. Because the telecom sector also needs to look at new sources for growth as revenue based purely on increase in voice or communication device users slows down. Globally, data-users tend to result in higher than average revenue per user for the telecom service. The stakeholders in the Indian telecom industry have responded to the challenge with innovation and services that look ready to take the country into the next telecommunications revolution - data services.

And it is this spirit, this willingness to meet the unique challenges of the Indian market and service its demands, that The Economic Times Telecom Awards presented by the Global Group seeks to honour and acknowledge. The glittering event began with a pertinent welcome note by Arunabh Das Sharma, President; Bennett, Coleman & Company Ltd., which not only mapped

the contours of the industry but also pointed out the enormous potential it presented. He also rightly pointed towards the growing size of not just the telecommunications industry in terms of service providers but in terms of the entire eco-system of communications,



**MAYUR TADAY**  
Dy. COO,  
InnovSource,  
delivering the  
vote of thanks



All the winners of the awards across categories at the fourth Annual ET Telecom Awards 2014 presented by the Global Group



Rufina Fernandes, Head Corporate Communication & CSR, Global Group, welcoming Ravi Shankar Prasad



Marten Pieters, MD & CEO, Vodafone India receiving the Certificate of Appreciation for 'Outstanding Contribution to the Indian Telecom Industry' from Ravi Shankar Prasad

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## TELECOMMUNICATIONS FOR A DIGITAL INDIA

It is good to be here at The Economic Times Awards ceremony. As is rightly pointed out the whole Indian telecom horizon is indeed a very exciting story. Today we cannot ignore technology. We cannot afford to be alien to the power of technology and connectivity. I am most fascinated by the growth of smartphones in India. Recently the internet and mobile service providers association conveyed to me that by the end of this year - just a few days away - internet penetration in India will be to the tune of about 300 million or 30 crore people.



**RAVI SHANKAR PRASAD**  
Union Minister of  
Communications and  
Information Technology,  
Government of India

Mobile connectivity is growing, internet connectivity is growing and obviously we are already flooded with television channels and content. In short, we are becoming a hyper connected people and from there has emerged the whole initiative of Digital India. And in that quest we have unleashed a massive programme, the National Optical Fibre Network whereby we propose to connect all the gram panchayats of India - some 250,000 of them - in the coming three to three and half years. It is a huge exercise. We are fully committed towards implementing it. A Digital India is what we are proposing and very keenly pursuing. I understand that you have faced problems in the past. And there are a lot of legacy problems in the telecom ministry. We are setting it right. I wish to close by complimenting The Economic Times for continuing these awards to recognise the achievers in the field of telecom. I congratulate all the awardees. And I can tell you all that a very promising and encouraging horizon in the field of telephony, in the field of telecom, in the field of digitisation is available in India.



**ARUNABH DAS SHARMA**  
President, Bennett, Coleman and Company Limited

There are several parts to the telecom sector: there are the service providers; there are handset manufacturers; there are the infrastructure players; the app ecosystem... so there is a lot going on in this sector. And they are all stakeholders in the growth of the sector. Today the main agenda for these awards is to recognise the contributions made; to recognise the breakthrough work that has happened and to motivate them to continue their journey of excellence.

## THE WINNERS

GAME CHANGER OF THE YEAR - RADIO DESIGN INDIA PRIVATE LIMITED



Gaurav Chauhan, MD, Radio Design India Private Limited, receiving the award for the Game Changer of the Year category receiving the award from Ravi Shankar Prasad, Union Minister

USE OF TELECOM FOR SOCIAL GOOD - NOT FOR PROFIT COMPANY - CENTRE FOR RAILWAY INFORMATION SYSTEMS



Vandana Nanda, Managing Director, Centre For Railway Information Systems along with her colleagues receiving the award from Ravi Shankar Prasad, Union Minister

USE OF TELECOM FOR SOCIAL GOOD - FOR PROFIT COMPANY - IFFCO KISAN SANCHAR LIMITED



S. Srinivasan, CEO, IFFCO Kisan Sanchar Limited, along with his colleagues receiving the award from Ravi Shankar Prasad, Union Minister

EXCELLENCE IN ENERGY MANAGEMENT - TATA TELESERVICES LTD.



Saji Mathew, Vice President, Tata Teleservices Ltd. & Sunil Singh, General Manager, receiving the award from Sanjay Kapoor, Chairman, Micromax Informatics Limited & Arunabh Das Sharma, President, Bennett Coleman & Co. Ltd.

MOBILE PRODUCT - BHARTI AIRTEL LIMITED



Anand Chandrasekaran, Chief Product Officer & Mani Narang, DGM, Bharti Airtel Ltd., receiving the award from R. K. Bahuguna, Chairman & Managing Director, RailTel Corporation of India Ltd. & Milind Bengali, COO Business operations, GTL Infrastructure Ltd.

MOBILE CUSTOMER SERVICE - AIRCEL



Sachin Das, VP- Customer Services & Vaibhav Chaturvedi, Senior Manager-Customer Services, Aircel receiving the award for its initiative from R.K. Bahuguna, Chairman & Managing Director, RailTel Corporation of India Ltd. & Milind Bengali, COO Business operations, GTL Infrastructure Ltd.

VALUE ADDED SERVICES (VAS) - MTS



Dmitry Shukov, CEO, MTS along with his colleagues receiving the award from R.K. Bahuguna, Chairman & Managing Director, RailTel Corporation of India Ltd. & Milind Bengali, COO Business Operations, GTL Infrastructure Ltd.

MY FAVOURITE SERVICE PROVIDER - BHARTI AIRTEL LIMITED



Mani Narang, DGM & Anand Chandrasekaran, Chief Product Officer, Bharti Airtel Ltd., receiving the award from R.K. Bahuguna, Chairman & Managing Director, RailTel Corporation of India Ltd.