


Publication	Voice and Data
Date	1 <sup>st</sup> April 2015
Headline	Technologies that Empower Telcos

Data challenges are certainly there which need instant solution if we want to enhance the service delivery in the rural areas. OTT players are putting a lot of pressure on us to improve our services. We need to take into notice the tech possibilities at our end. At present, we need to co-create an environment which enables us to enhance data speeds in most parts."

—Ashwani Khillan  
CTO, Sistema Shyam Teleservices

A photograph of Ashwani Khillan, CTO of Sistema Shyam Teleservices, speaking at a podium. He is wearing a dark suit and a white shirt with a tie. He is holding a microphone in his left hand and gesturing with his right hand. In the background, there is a banner with the 'Oxygen' logo and the text 'GOLD PARTNERS'.

Publication	Voice and Data
Date	1 <sup>st</sup> April 2015
Headline	Leadership Recognition

■ SPECIAL REPORT ■



**TELECOM LEADERSHIP AWARDS 2015**

## LEADERSHIP RECOGNITION

Under this category there are 9 sub categories where high performing teams leaders and their teams were recognized for their work.

TLF Leadership Recognition has been instituted in 2014 and is indicative of the brilliant work that is happening across industry. The process for this was nomination driven, where the teams can send their entries endorsed by companies where they work.

We received over 120 nominations. And the Voice&Data panel decided to go ahead only with the entries from telcos in 2014. Going ahead this will be open for all disruptive areas in the telecom ecosystem.

Overall 19 teams across 9 categories are being recognized for their inspiring performance under the TLF Leadership Recognition 2014





Publication	The Economic Times
Date	9 <sup>th</sup> April 2015
Headline	SSTL to Launch Pan- India WiFi Service

## SSTL to Launch Pan-India WiFi Service

**Kalyan Parbat**  
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**Kolkata:** Pure CDMA mobile operator Sistema Shyam Teleservices will shortly launch Internet services nationally on the WiFi platform to drive well over 50% of its India revenues from data services, two executives aware of the matter told ET.

The Indian unit of the Russian conglomerate Sistema JSFC has been recently issued a letter of intent (LoI) by the telecom department (DoT) for rolling out Internet services as a pan-India internet service provider (ISP) licensee.

"The company has completed all regulatory formalities for acquiring a pan-India Category-A internet service provider (ISP) licence," a Sistema Shyam spokesman told ET in an e-mail response. These include payment of ₹30 lakh entry fee and submission of performance and financial bank guarantees.

Sistema Shyam's decision to roll out WiFi-based internet services nationally is typically aimed at boosting data revenues beyond its dongles business. More so, since a pan-India ISP permit would enable the company to launch WiFi-based wireless broadband services in key

data markets outside Sistema Shyam's nine-circle mobile footprint.

At present, non-voice business accounts for roughly 47% of the telecom company's quarterly revenues.

Sector analysts believe a possible reason behind Sistema Shyam's plans to diversify into the ISP business is in light of its CDMA spectrum limitations, which is confined to just a few markets.

"Since the telecom company did not bid for expensive CDMA airwaves in the 800 MHz band in the recently concluded auction, its planned diversification into the national ISP business is aimed

at entering new markets, and in turn, address revenue growth challenges it could face with modest spectrum holdings in a just clutch of circles," said an analyst who did not wish to be named.

Sistema Shyam declined to share details but two people aware of the matter said the company might, typically, set up "WiFi zones in major airports, railways stations, bus stations, malls and emerging smart towns in some of India's biggest data consumption zones like Mumbai, Maharashtra, Andhra Pradesh and UP-East where the telecom company does not operate mobile services.

Publication	The Hindu Business Line
Date	15 <sup>th</sup> April 2015
Headline	MTS Vishu Offer

## **MTS Vishu offer**

Thiruvananthapuram, April 14

MTS India has announced a series of voice and data offers for customers in the Kerala circle on the occasion of Vishu. Under the offer, MTS will

- provide a coloured handset with FM radio, MP3 and torch at ₹999. According to Radhakrishnan KV, Chief Operating Officer, Kerala, new prepaid voice customers will be offered the freedom to make calls and SMS all over India at 25 paise.

OUR BUREAU

Publication	The Economic Times
Date	22 <sup>nd</sup> April 2015
Headline	Sistema Shyam to Launch Wi-Fi Services at Key Railway Stations

## Sistema Shyam to Launch Wi-Fi Services at Key Railway Stations

Kalyan.Parbat@timesgroup.com

**Kolkata:** Folks travelling through the busy railway stations of Varanasi, Ahmedabad, Agra, Mumbai CST, Howrah and Secunderabad will soon have access to Wi-Fi services, allowing them to surf the Internet, check e-mail and use mobile apps. Sistema Shyam Teleservices, donning its hat as an Internet service provider for the first time, has teamed up with the Indian Railways to launch Wi-Fi services at the key railway stations, a top executive aware of the matter told ET. Field trials are currently under way.

To start with, Sistema Shyam, the Indian unit of Russia's Sistema JSFC, will offer Wi-Fi services free

for 30 minutes to gauge the response at these stations, which have some of the heaviest commuter traffic. The service will eventually be rolled out commercially under the MTS brand.

Travelers at any of these stations will be able to access the Internet on their smartphones, laptops or notebooks. After activating Wi-Fi on their devices, they will be taken to a page christened Indian Railways MTS Wi-Fi, from where they can go online, the official said. The company is expected to offer Wi-Fi services at other key railway junctions in the coming months, but more details are under wraps.



**The company is likely to draw on its experience of offering free Wi-Fi services in all Rapid Metro trains in Gurgaon**

A top company executive said the pact is in response to the Narendra Modi government's plan to create Wi-Fi zones in India's busiest stations, as outlined in the railway budget. The company is likely to draw on its experience of offering free Wi-Fi services in all Rapid Metro trains in Gurgaon.

A Sistema Shyam spokesman confirmed the Wi-Fi services pact with the railways, adding that the company had concluded all regulatory formalities for acquiring a pan-India category-A ISP permit.

Sistema Shyam will offer Wi-Fi services at some railway stations in circles where the company does not run CDMA-based mobile services under its MTS brand.

Analysts at PwC expect India to see a spurt in Wi-Fi hotspots, driven by "the government's smart cities and Digital India as well as private sector initiatives".

Publication	Hindustan Times
Date	28 <sup>th</sup> April 2015
Headline	A Wide Spectrum of Opportunities

# A wide spectrum of opportunities

**BOOM TIME** With an annual growth rate of over 5%, the telecom sector will create 40 lakh jobs in the next five years



Guest Kolli

The Indian telecom sector has had a rocky start in growing exponentially. Thanks to an increasing number of mobile and fixed line subscribers and internet users. Driven by huge data consumption on handheld devices, the total mobile services market revenue in India is expected to reach \$37 billion in 2017, registering a compound annual growth rate of 5.2%, according to US-based research firm International Data Corporation.

The reason for growth can be attributed to the fact that mobile phone subscribers were 976.21 million in January 2015, showing a monthly growth rate of 3.0%.

Continuous addition of subscriber base in the mobile, fixed line, services and broadband services have fuelled a need for more jobs in the sector.

**GROWTH FACTORS**

Other trends also indicate a promising future for the sector. For instance, the broadband services user base in India is expected to grow to 200 million users by 2017.

India will emerge as a leading player in the virtual world by

having 700 million internet users of the 4.7 billion global users by 2020, as per a Microsoft report.

There have also been big investments and developments in the sector, as a result of which the industry has attracted FDI worth over \$16,804 million during the period April 2009 to January 2015, according to the Department of Industrial Policy and Promotion.

IEE experts from telecom companies say all this will lead to further job prospects. In the industry, "as services coupled with the government's favourable regulatory policies are expected to propel rapid growth in the telecom sector. The growth will also be fuelled by the government's vision and focus to create internet availability in all villages in the country," says Tarun Khandelwal, chief human resource officer, MTN India.

The telecom players should definitely need to work on technology upgradation and availability of sufficient services. Potential employees need to work on acquiring additional skills and knowledge to be able to engage in upgraded technological methods, says Kolli.

As per a Ministry of Communications and Information Technology report, the number of broadband subscribers increased from 16 million at the end of December 2014 to 91.38 million at the end of January 2015 with a monthly growth rate of 30.21%.



**THE INDUSTRY: INDIA'S GROWTH STORY**

The total mobile services market revenue in India is expected to reach **\$37 billion** in 2017, according to US-based research firm International Data Corporation

The total telephone subscribers were **979.21 million** in January 2015

The broadband services user base in India is expected to grow to **250 million** users by 2017

India will emerge as a leading player in the virtual world by having **700 million** internet users of the 4.7 billion global users by 2020, as per a Microsoft report

**JOB TRENDS**  
According to Richa Tripathi, chief HR officer, Tata Teleservices Limited, the industry has witnessed rapid growth, especially in the wireless segment. The growth in mobile product launches resulted in increased numbers of subscribers nationally. Ignored

by growing potential in rural markets and rising internet penetration, the sector is expected to generate substantial number of new jobs in the next five years. In addition, players are crucial role in the strategies adopted by telecom companies to boost their businesses. Therefore, telecom

companies require talent that is capable of managing a growing demand for innovation and newer technologies to drive growth in the market. There are four key policy trends that are expected to cross on based on the industry which, in turn, will affect hiring. These include big data analytics,

mobile financial services and network functions virtualisation. Bringing in experts from varied domains helps not reduce fresh perspectives and lateral thinking that leads to a diversity of creative solutions," says Tripathi.

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**Telecom sector gears up for big hikes, hiring**

The telecom sector is reporting high scale recruitments, especially for software engineers, mobile analysts and hardware engineers for mobile handsets this year.

Manufacturing plays a significant role in driving broad penetration, which is why there will be ample opportunities for manufacturing and sales professionals. The new products, setting up of new service lines, expansion of coverage areas, network virtualisation, experimentation, etc. are going to provide many employment opportunities.

"There will be a surge in demand for skilled technicians, engineers, installation and maintenance service providers, sales and marketing," says Richa Tripathi, chief HR officer, Tata Teleservices Limited.

Aditya Narayan Mishra, president staffing, Randstad India, says, that the Indian telecom sector is expected to generate directly and indirectly over 40 lakh jobs in the next five years. "With rollout of new services, more spending on R&D and the Prime Minister's focus on the Digital India Programme, the sector has opened up to more opportunities. Those already in the business can expect an average salary hike of 10-15% this year."

Guest Kolli

Publication	Western Times
Date	29 <sup>th</sup> April 2015
Headline	MTS India Extends its Help to Nepal by Another Day

## MTS India extends its help to Nepal by another day

### New Delhi,

Telecom service provider Mobile TeleSystems (MTS) India has extended its concessional call rate for earthquake-hit Nepal families by yet another day.

"Given the call traffic and the scale of the tragedy, it has been extended by another day," a company spokesperson told IANS. It means the MTS concession will be effective till midnight Tuesday. Starting 11 p.m. on April 25, MTS India was treating all calls made from its network to Nepal as local calls, which are chargeable at Re.1 per minute. This, the company said, "is being done for the next 48 hours to support disaster relief efforts and to enable concerned callers to reach out to their friends and families in the earthquake affected areas of Nepal."

"The company has also

sent out SMS to its entire base of prepaid and postpaid customers informing them about the special call rates," the company added.

However, it was not clear if other telecom firms like Vodafone India, Bharti Airtel, Idea Cellular and state-run

Bharat Sanchar Nigam Limited, which similarly rendered help to the affected people, also planned to extend the concessions.

Their spokespersons said for the time being there is no such circular to extend the concessions.