



Developing Mobile Communication in Rural Areas

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Role of Stake Holders

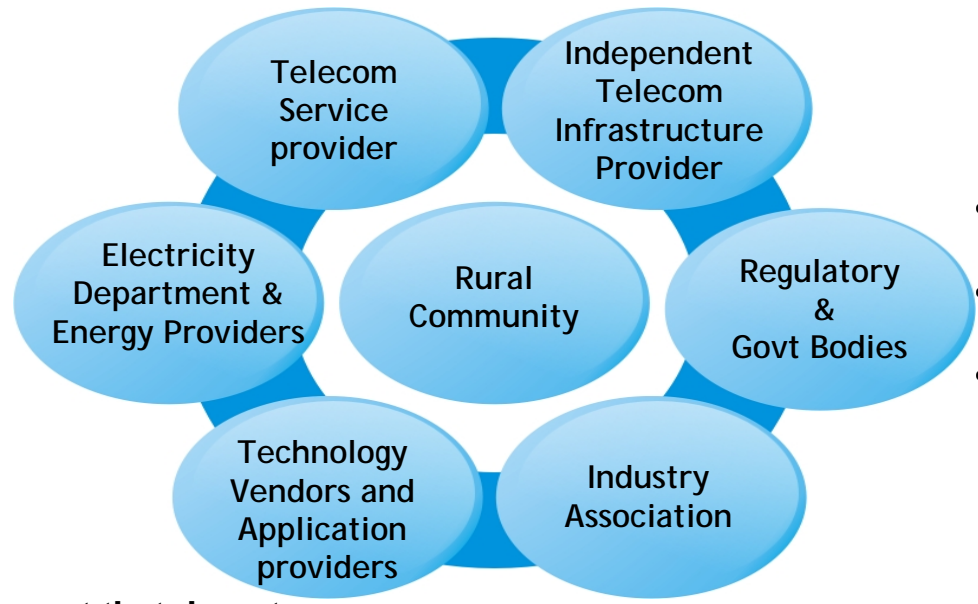
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Stakeholders - Mobile Communication in Rural areas

- Sharing of Telecom Infrastructure
- Outsourcing Network O&M
- Quick rollout of network Infrastructure
- Broaden Reach

- Ability to rapidly roll-out towers
- Set up towers proactively in “Dark Spots”
- Serve as a single window one-stop-shop provider of Telecom Infrastructure
- Support Operators focus only on their core activities



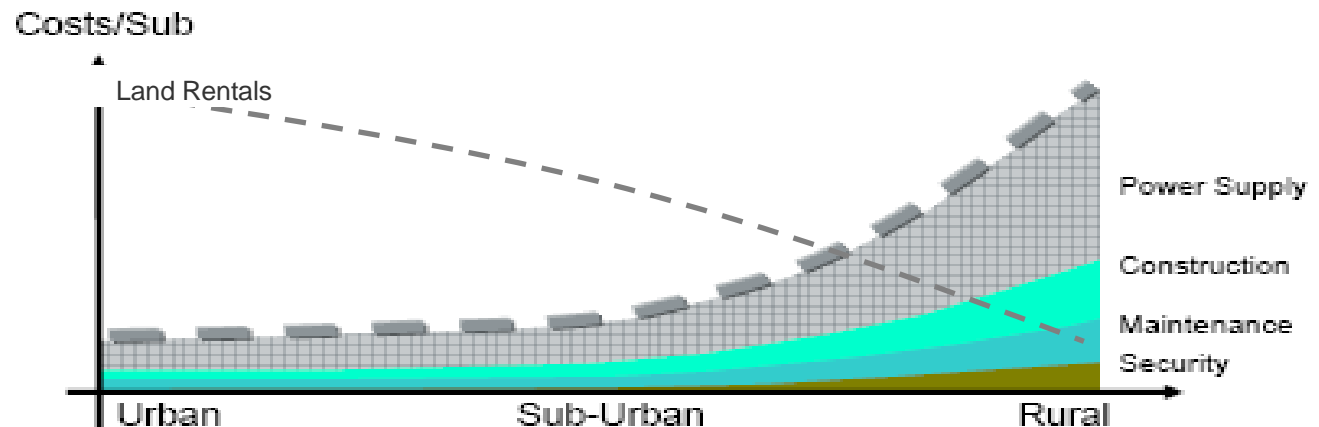
- Full rural electrification
- Ensure energy distribution even in remotest part
- Lower energy cost for rural use
- Simplify procedure for EB connection

- Promote Infrastructure Sharing
- Simplify land acquisition process
- Independent Infrastructure Providers to be treated at par with other infrastructure companies by providing benefits under section 80IA (4) of the IT Act by granting infrastructure status under section 10-23(G)
- Innovative Licensing: Rebate for serving rural areas
- Subsidies on telecom Infrastructure components
- Create platform for sharing best practices

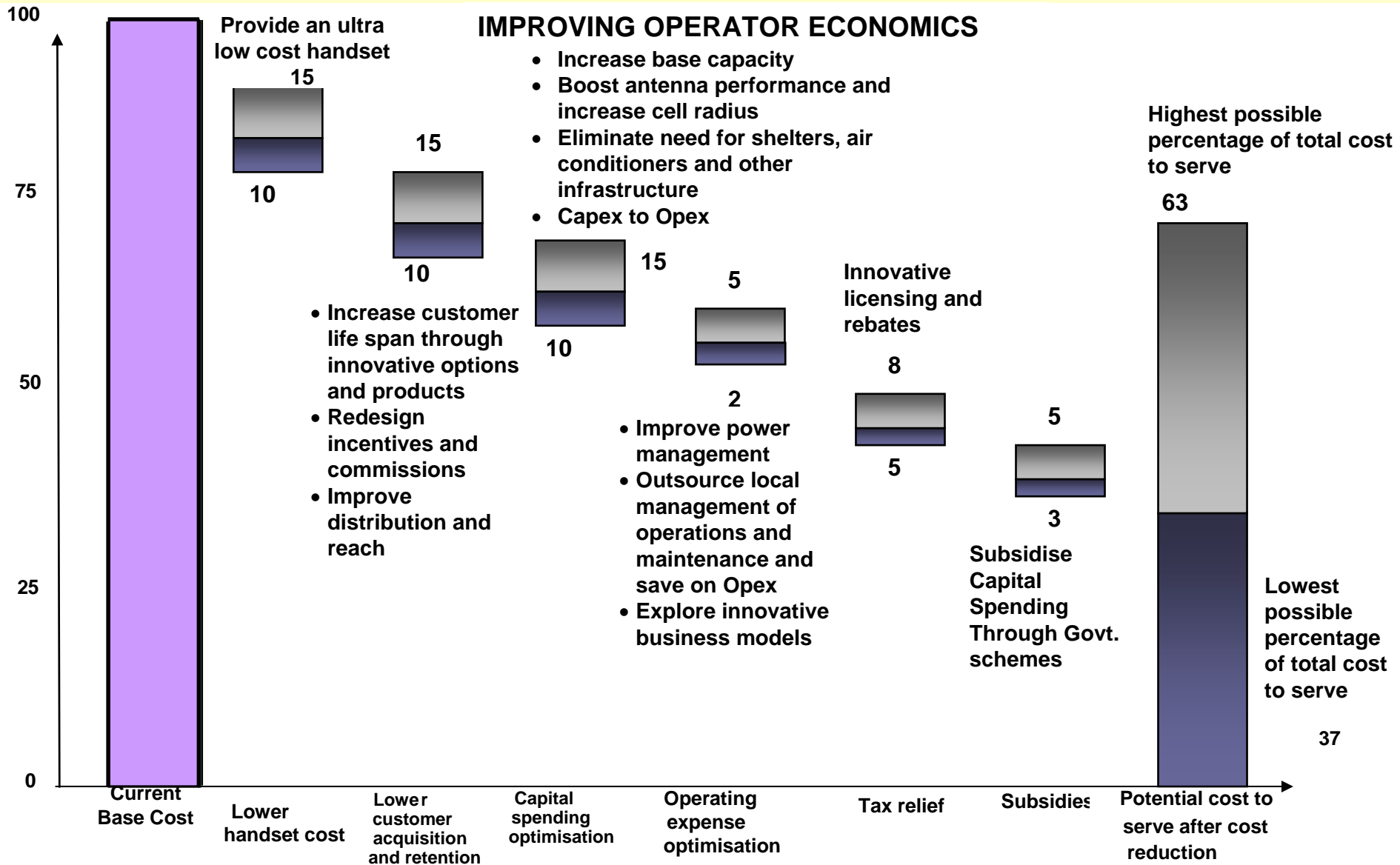
- Provide equipment that do not require A/C, shelter
- Enhance maintainability and sharability
- Seek Sourcing and manufacturing opportunities in low cost areas

Challenges for Network Rollout In Rural India

- New business models are required considering spending power and high cost of infra
 - Provision of telecom services in vast spread villages will entail huge cost of service provisioning
 - Operating and maintaining the passive infrastructure in the cell sites is a cumbersome task, particularly in rural and semi-urban areas where power supply is intermittent
- Mobile penetration in Rural areas is still below 10%
 - In India, on one hand 33% of the village account for 75% of the entire village population, where as on the other hand approximately 42% of the villages account for just 9.2% of the village population (Source: Macquarie research)



Creation of Profitable Business Models



Customization for Rural Population

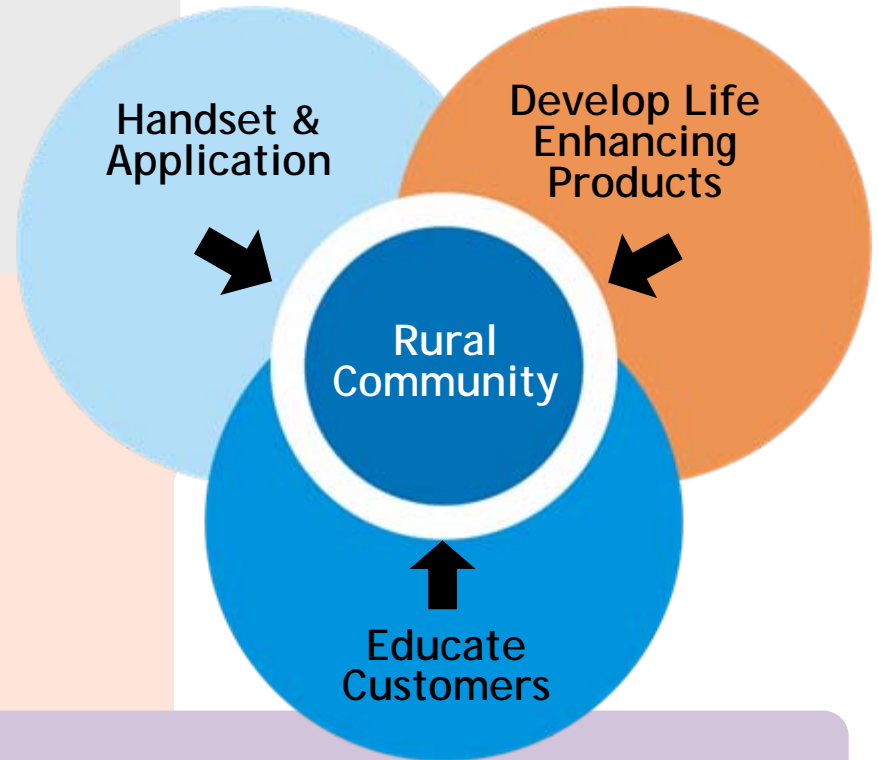
User Friendly

- Software to support local language
- Low handset cost
- Handset with features that suit rural population
- Alerts on agriculture, health hazards, etc.
- Voice SMS

Products that match rural lifestyle and economy

- Offer economical packages
- Incorporate lifestyle constraints into product design
- Appeal to aspirations
- Strive for Quality
- Enhancing the Offer

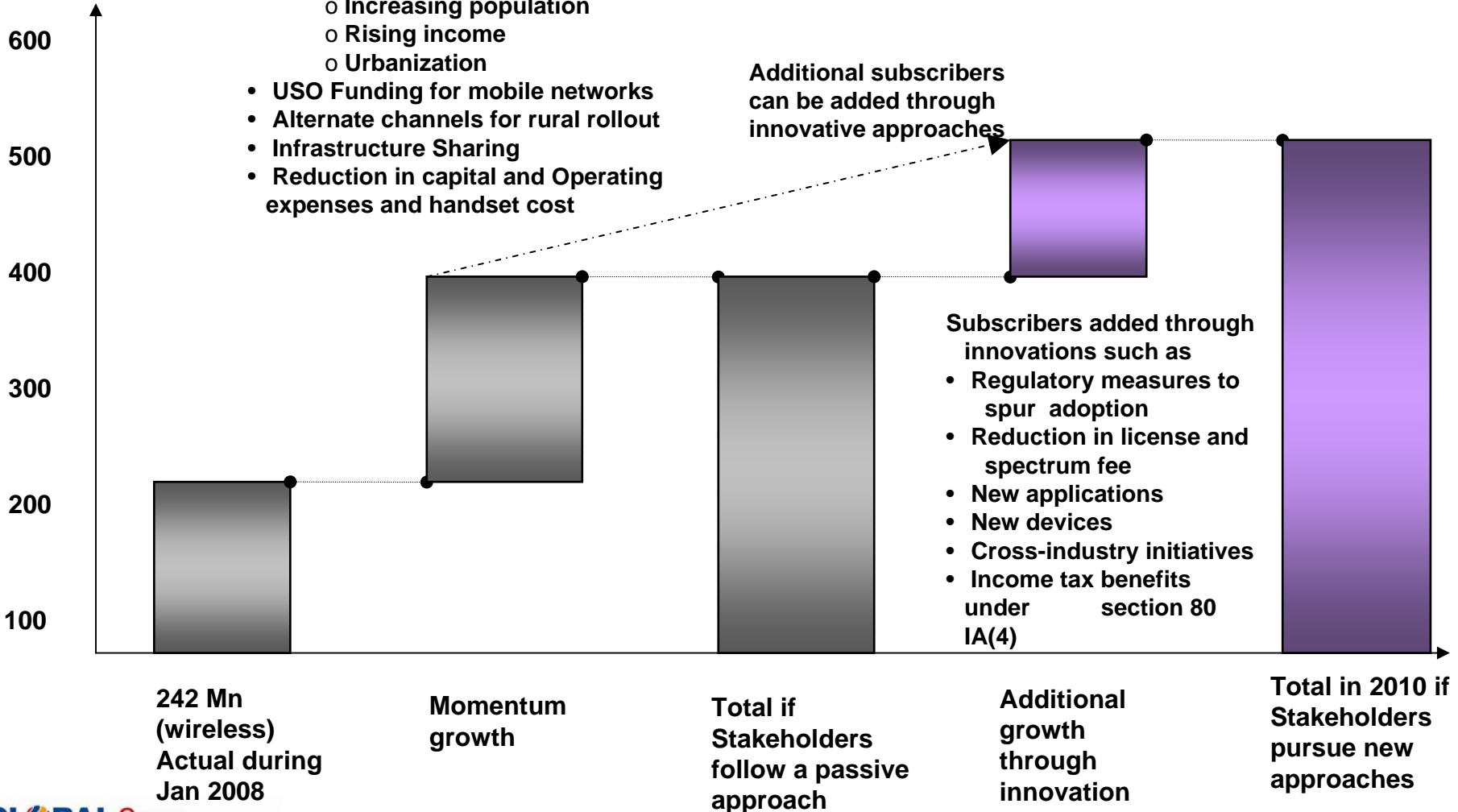
- Encourage technology adoption-by demystifying it
- Educate the economic benefits of mobility
- Encourage use: Design pricing and promotion schemes that encourage trial period
- Eliminate misconceptions about mobile handsets and build trust among a segment of consumers with low levels of education and little exposure to technical gadgets



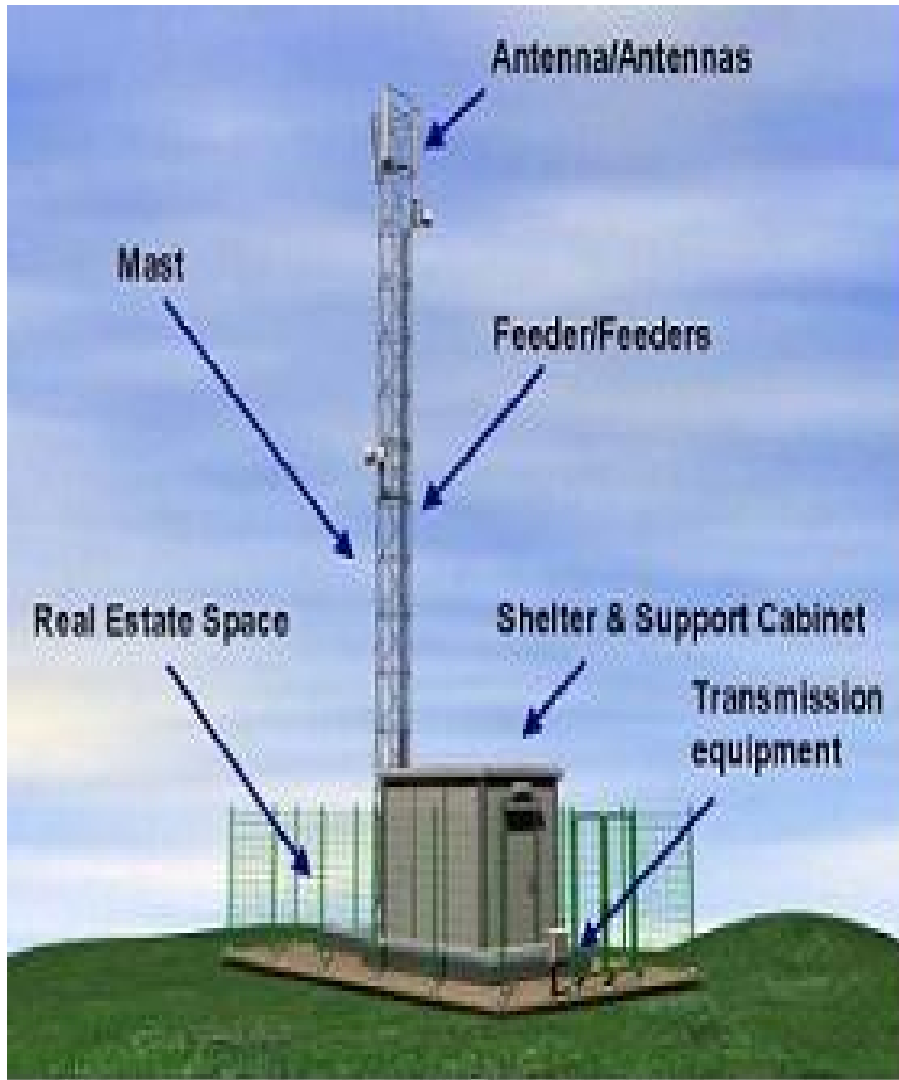
Business and Regulatory Innovations for Rural Penetration

No of mobile
Subscribers
in million

- Subscribers added through existing models, viz.
- Increasing mobile penetration
 - Demographic shifts
 - Increasing population
 - Rising income
 - Urbanization
 - USO Funding for mobile networks
 - Alternate channels for rural rollout
 - Infrastructure Sharing
 - Reduction in capital and Operating expenses and handset cost

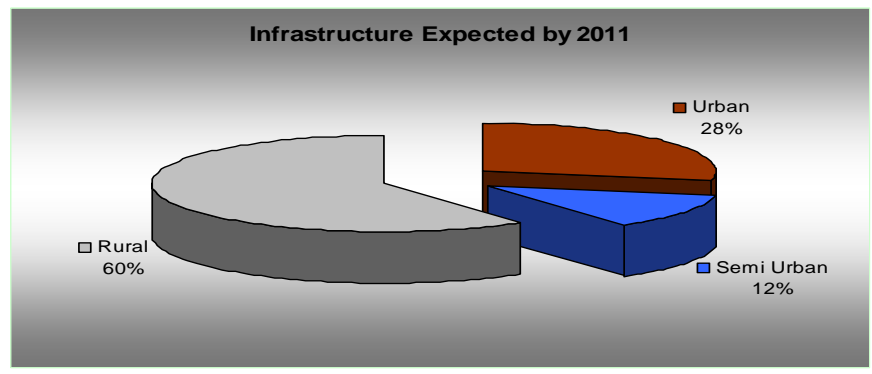
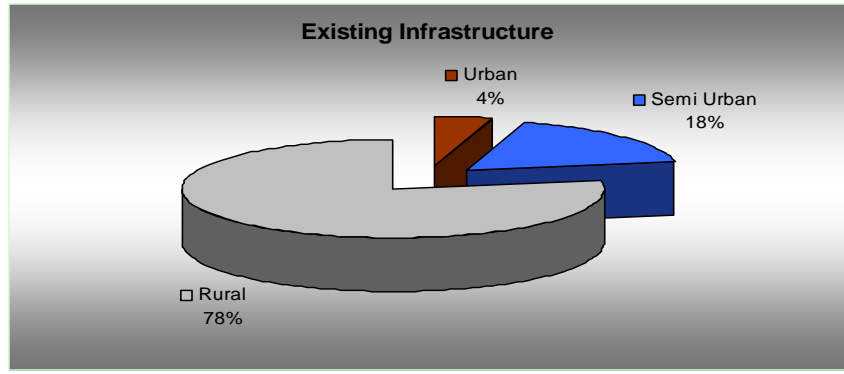


Infrastructure Sharing



- Objective of Infrastructure Sharing
 - Maximise the use of network facilities
 - To reduce infrastructure duplication and costs
 - Create environment friendly infra
 - Connectivity at affordable price
- Benefits to Operators
 - Ready Infrastructure
 - Capex to Opex
 - Focus on core activities
 - Hassle-free operation and Maintenance
 - No vendor management required

GTL Infra – Initiatives for Rural Telephony



Industry Concerns

Capex & Opex

- Reduction in Capex and Opex due to sharing & management of infrastructure

Time to Market

- Reduces the rollout schedule
- Will enable to go into rural areas

Connectivity

- In-building Coverage
- Rural coverage
- Quality Services

Energy Management

- Logistics Management
- Carbon Credits
- Lower cost of operation

We endeavor to provide affordable seamless connectivity platform to the service providers for the end users

Thank You

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