



Rural Telecom Connectivity

Opportunities and Challenges

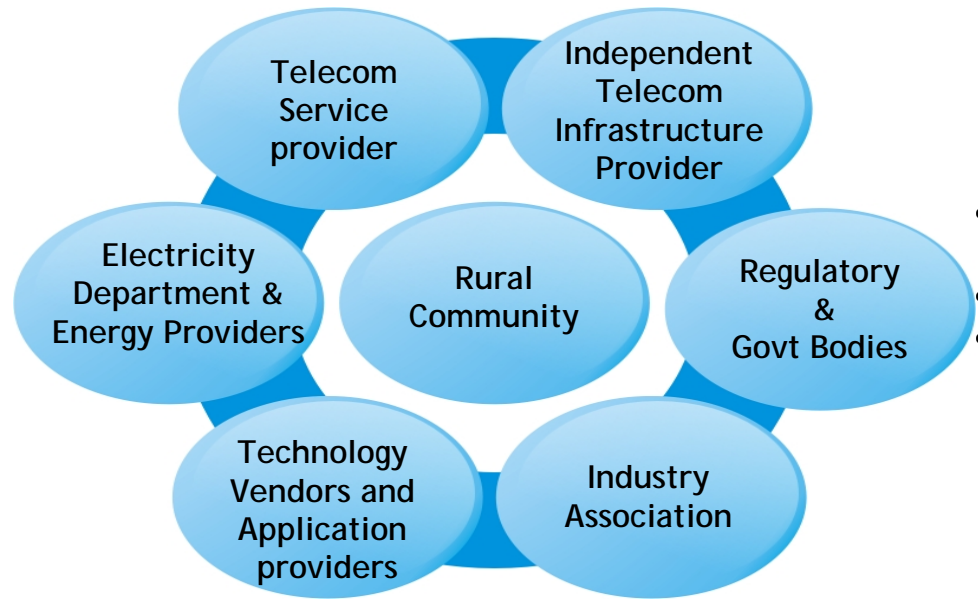
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Stakeholders - Mobile Communication in Rural Areas

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

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



- Full rural electrification
- Lower energy cost for rural use
- Simplify procedure for EB connection

- Simplify land acquisition process
- Rebate for serving rural area
- Subsidies on Telecom Infrastructure components

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

- 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)
- Create platform for sharing best practices

Customization for Rural Population

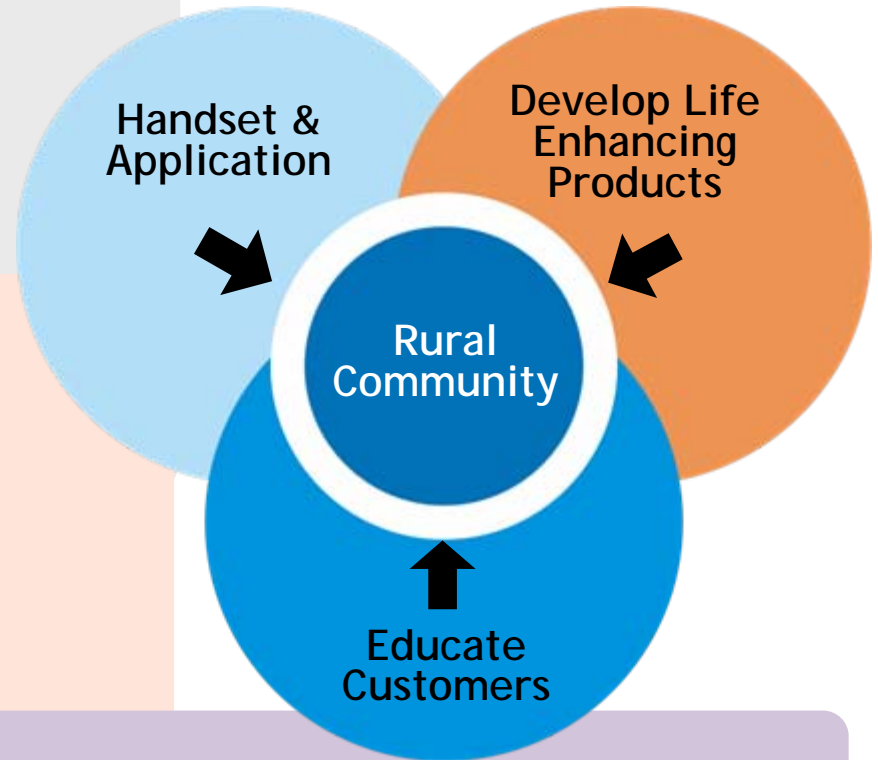
User Friendly

- 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

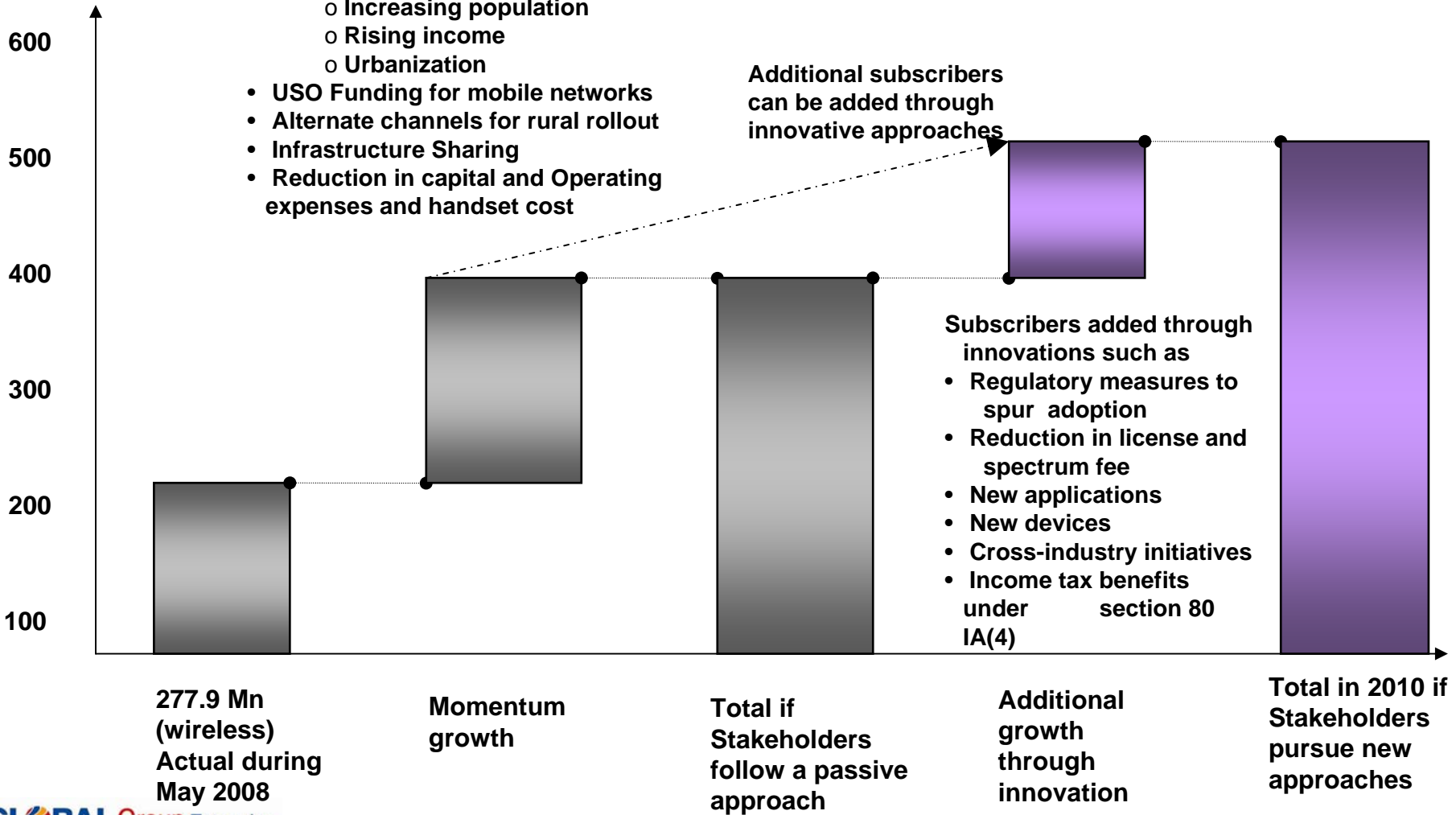
- Encourage technology adoption-by demystifying it
- Educate the economic benefits of mobility
- Encourage use: Design pricing and promotion schemes that encourage trial period
- Eliminate misconceptions about mobile handsets and build trust among a segment of consumers with low levels of education and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



Business and Regulatory Innovations for Rural Penetration

No of mobile
Subscribers
in million

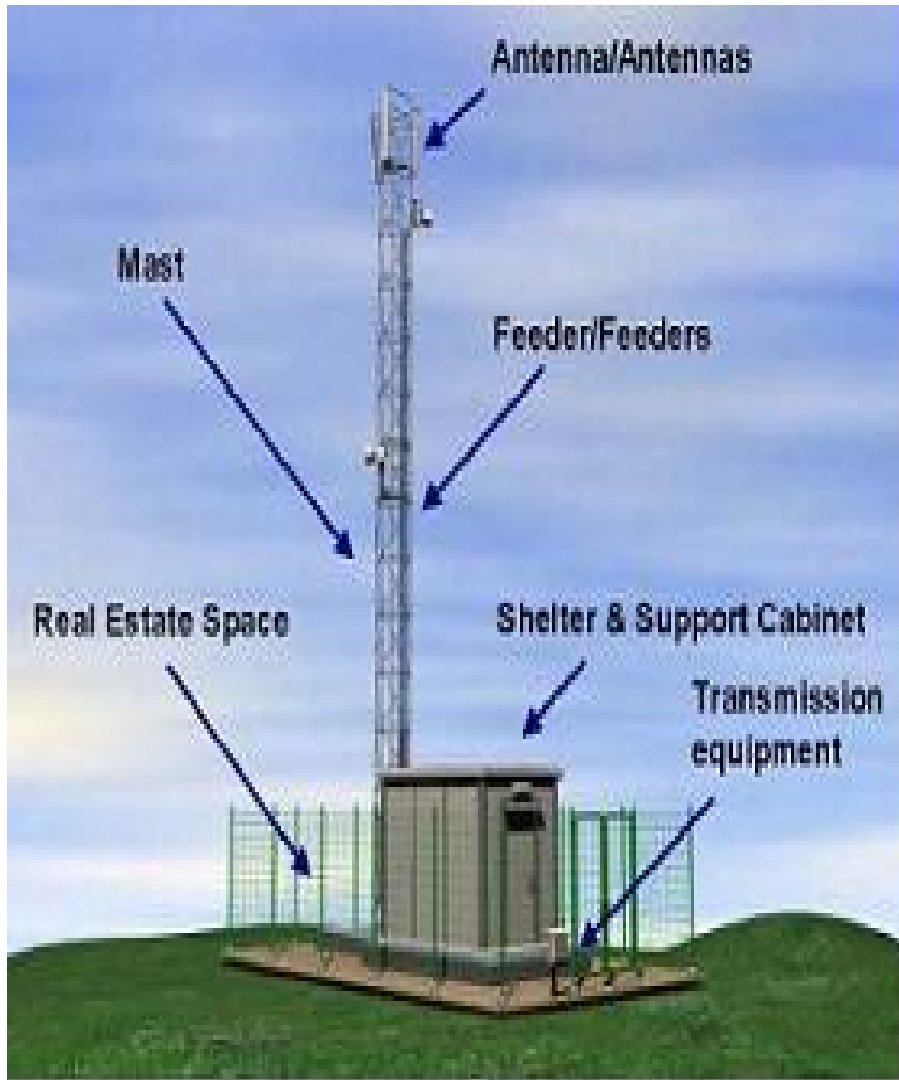
- Subscribers added through existing models, viz.
- Increasing mobile penetration
 - Demographic shifts
 - Increasing population
 - Rising income
 - Urbanization
 - USO Funding for mobile networks
 - Alternate channels for rural rollout
 - Infrastructure Sharing
 - Reduction in capital and Operating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



Additional subscribers can be added through innovative approaches

- Subscribers added through innovations such as
- Regulatory measures to spur adoption
 - Reduction in license and spectrum fee
 - New applications
 - New devices
 - Cross-industry initiatives
 - Income tax benefits under section 80 IA(4)

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- quick time to market
 - Cost reduction- Shared Capex & Opex
 - SLA based Operation and Maintenance with 24*7 availability

GTL Infra: Initiative for sharing of Passive Infrastructure

GTL Infra has commissioned approx. 400 Towers in the Phase 1 of USOF scheme in remote areas of AP and UP(E)

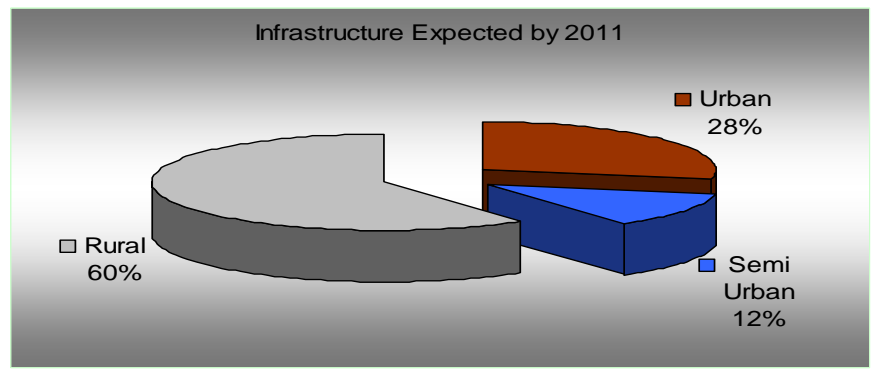
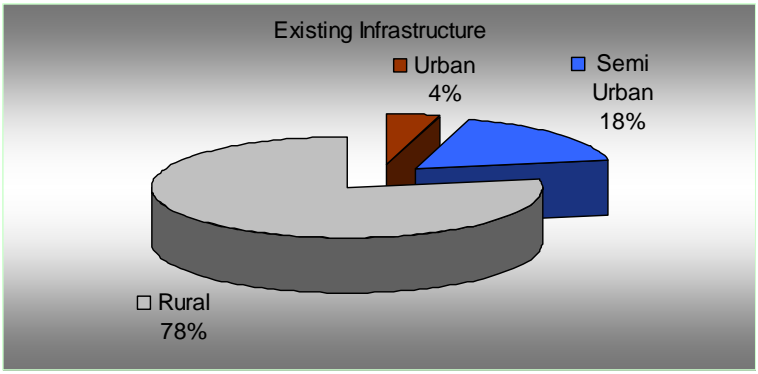


Difficulties faced in roll-out:

- Cost enhancement due to
 - Repeated visits for getting clearance/ NOC from Panchayat / Municipal/ Govt. agencies
 - No single window for resolving issues
 - No power management in remote areas
- Proposed lat/longs falling under Assigner or Govt. land
- Non availability of proper land documents in remote areas



GTL Infra – Initiatives for Rural Telephony



Industry Concerns

Capex & Opex

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

Time to Market

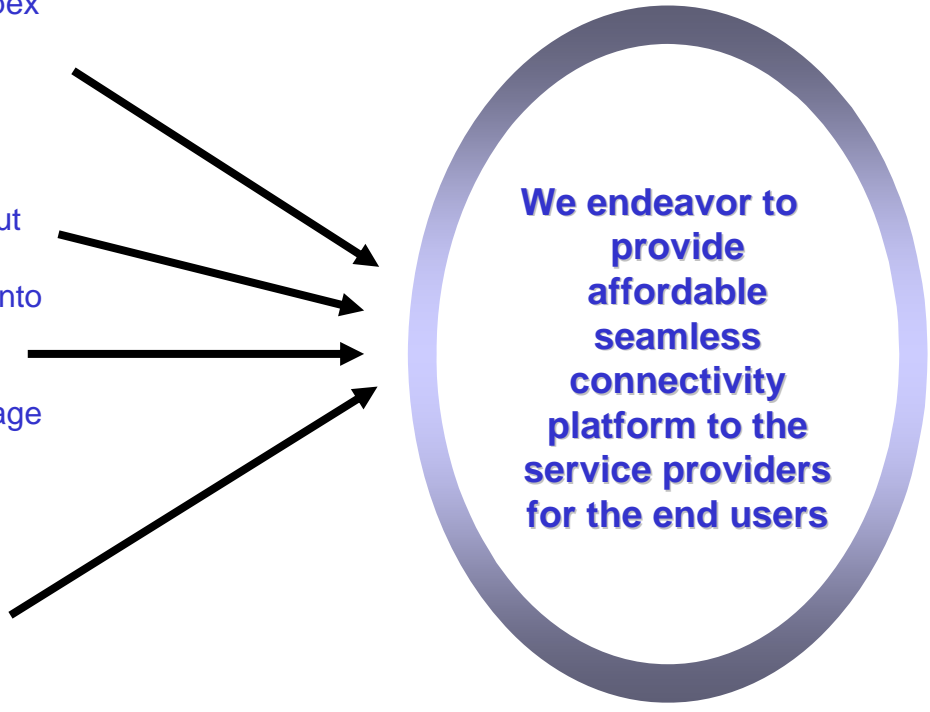
- Reduces the rollout schedule
- Will enable to go into rural areas

Connectivity

- In-building Coverage
- Rural coverage
- Quality Services

Energy Management

- Logistics Management
- Carbon Credits
- Lower cost of operation



Achieve “inclusive growth and bridge the digital divide”

Thank You

2nd July 2008

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