Vision

To be universally admired & benchmarked as an organization for customer care, employee satisfaction, business operations of the highest integrity, social responsibility, and to forge an enduring and profitable relationship with stakeholders.

Mission

To be a value added Communications Service Provider and Offer state-of-the-art customized services to subscribers.

Corporate Social Responsibility

We imbibe in high standards of social and civic responsibility, as we firmly believe that we should contribute to the society in which we operate. We aim at providing the community our technologies and solutions to support them in their growth and development. We are deeply committed to the cause of "Enhance Learning through Collaboration". To achieve this we understand that extending free child safe internet to primary schools, healthcare institutes and government or non-government establishments engaged in providing free services.

Quality Policy

Our Quality Policies have the below underlying principles:
- ✓ Operating Framework Created with Focus on Reliable Service Delivery.
- ✓ Social Responsibility at a higher priority than business.
- ✓ Continuous improvisation based on market feedback.
- ✓ Ensure Economical, Scalable and Reliable Services to subscribers.
- ✓ Conducting ethical business.

Introduction

We are an Internet service company with a specific focus on Ultra broadband Internet with speeds starting at 40Mbps. We have the tested technology that can deliver wireless Internet at speeds of up to 800 Mbps.

Our near decade experience in wireless systems and our near half-decade development of IP provisioning systems enables us to have a vendor independent approach to systems, allows us to greatly reduce the cost of service delivery, while allowing continued scope for innovation and improvisation.

We have strategic long term infrastructure sharing arrangements with major telecom infrastructure providers. This infrastructure is available at a half kilometre spread within urban areas, 2Kms spread in Semi-Urban Areas and 5Kms spread in rural areas. Our long term infrastructure sharing arrangements support usage of tower, power and fiber termination facilities at more than 40000 potential locations across South India.

Our in-house technology systems and long term infrastructure sharing arrangements enable us to roll out services rapidly while paving way to continuously improvise on fiber redundancy as opposed to competition. Our in house planning, integration and deployment capability for Radio and Fiber enables us to achieve low costs of managed infrastructure.

Our provisioning system allows us to classify applications and application groups as different layers and allows us to differentially enable customized services to our subscribers. This gives us an exclusive edge over competition which has to invest in very expensive hardware and provisioning

software to achieve similar functionalities and hence our cost of delivery is reasonably lowered. The benefit is naturally passed on to the subscribers.

Market Approach:

We are a market driven company understanding thoroughly its customer needs and adapting its infrastructure, marketing strategies and sale tactics innovatively to respond to the requirements. Our pricing policy is non-capitalistic unlike competition. We are dedicated to charging our subscribers with only what they use for. Our approach is evident by our adoption of "Fair Charge Policy" as opposed to competition approach to "Fair Usage Policy".

In our advanced research over the years into internet usage patterns and applications we have recognized and differentiate services that consume more bandwidth and are not minimum requirements. We built systems that allow us to charge them differentially to subscribers.

This way the common man internet user market, which is about 75% of the market, who use the internet service for day to day needs such as video chat, social network, emails and browsing enjoy low priced services while other subscribers who have heavy downloads and enjoy peer to peer services are charged a little higher rates.

We take pride in catering to our share of social responsibility in delivering internet services. It is our policy that Internet should be used extensively for the purpose for which it was defined for. A study into history of internet will throw light that Internet was primarily designed to "**Enhance Learning Through Collaboration".** The child of this design is **"open source software"** which is a common word amongst IT aware population today.

However the internet has grown wildly while the systems that enable the Learning have not developed significantly. This has led to diversions and other agendas on the internet. While the Internet is a multiservice network and there is no policing, it is our social responsibility to ensure that Education, Learning and Communication should be made available at an affordable price to all aspirants and a safety system be put in place to avoid wastage of resources.

Content Filtering is one method of prevention of wastage of Internet resources and controlling the usage of internet. Currently all educational institutions starting from primary schools to large institutions find it economically unviable to provide a managed content filtering service and hence most schools and institutions are shying away from providing internet service openly to students.

The United Nations Millennium Development Goal exercise clearly shows that usage of Internet significantly contributes to the acceleration of our GDP. It is our clear opinion that this usage should be a part of the day to day school learning. Our service offering incorporates managed content filtering by default to students who are provided very low cost internet access and general subscribers as an option. After all it is not our intention to police the subscribers.

Thanks to our in-house advance IPv6 provisioning system we are able to differentiate and provision services on a per subscriber granularity. We currently limit ourselves to pure play internet services. Please do get in touch with us for our service offerings and we will be more that glad to innovate something for you.