

Date :- September 2010	Edition :- National
Page :- 18	Headline: - 'We will roll out the network in 150 cities'.

VOICE & DATA

NEWS & VIEWS

INTERVIEW

'We will roll out the network in 150 cities'



Prakash Bajpai
MD & CEO, Tikona Digital Networks

What are Tikona's BWA rollout plans?

We are presently working with technology partners and suppliers to evaluate architecture, and engineering the rollout to cater to the growth potential in Indian urban markets. There is a large demand due to lack of wireline infrastructures. The mobile industry's success over the last few years is an indication of what can be achieved if services are made affordable to the masses. Mobile broadband will be the central play, therefore device availability will be the key.

You were recently in talks to share broadband with 3G equipped operators. What are the updates on this front?

Our network is growing fast to provide coverage to all city buildings gradually. From about thirty-two cities we will roll out the network in 150 cities within the next one year. Tikona is in advanced stages of discussions to conclude collaboration with several mobile operators to offer high-speed experience to its GPRS/Edge data customer with Tikona's 2 Mbps speed experience on mobile devices using Wi-Fi interface already built into the phone. You will hear formal announcements in due course of time.

What special services is Tikona offering that will help it stay ahead of competition from other BWA winners? Also elaborate on security measures being implemented.

There are only three BWA players in each circle and there is an enormous demand and supply gap and huge growth ahead of us. So the present challenge is to build the 4G wireless broadband infrastructure efficiently to create affordable services for the masses. Tikona already has special plans to cater to different segments of the markets like household, SMBs and enterprise customers. Clearly service quality, indoor penetration and customer support processes will be the key differentiation matrices. Tikona has built a unique centralized 802.1x authentication system and offers highly secured services to its customer and also deploys WPA2 encryption. New technology equipment once finalized shall also be offered for security clearance as per prevailing regulatory norms.

Please elaborate on your plans for India.

We shall be live in 150 cities within a year and our rollout is progressing towards this goal. We already have unlimited download plans, fixed monthly plans and usage based plans with budget control circuit breaker.

What are the latest plans for Tikona Wi-Bro?

We have recently launched Tikona DTO, plans which are aimed at providing premium & managed Internet leased line plus services with special features of load balancing, differential speeds and QoS, campus wireless LAN solution and security features. Some of these are innovative and first time in India.

Beryl M
berylm@cybermedia.co.in