

Tikona Digital Networks rolls out first Digital Campaign 'Stay **SMART** Stay Connected'

Mumbai, October 2, 2010: Tikona Digital Networks (TDN), India's foremost wireless broadband service provider having an All India Class A ISP license, has announced the roll out of its first digital campaign under the brand name Tikona Wi-Bro. The 60 days campaign targeting the home segment will be rolled out in two phases. The first phase would focus on creating brand awareness and the second phase will aim at generating leads.

The campaign 'Stay **SMART** Stay Connected' is targeted towards youth and aspirants between the age group of 18 to 45. The creative has a young & vibrant feel resonating with the confident, warm and authentic brand personality. Each alphabet of 'SMART' connotes a service benefit- S-Secure, M-Value for Money, A- Abundant MBs, R- Reliable & T- Tech Nxt. To maximize visibility, impact & effectiveness, the campaign will have its strategic presence across genres such as travel, news, business, search engines and horizontals like Yahoo, MSN & Rediff.

Speaking on this occasion Mr. Heramb Ranade, CMO, Tikona Digital Networks, said, "Internet usage in the last few years has earned the right to be considered as the fastest growing service in India. With 68 million internet users currently, the digital platform is emerging to be a hub for customer centric communication. In recent times, digital marketing has evolved from being a support medium to a more strategic platform for advertising. Considering the nature of our business wherein all our target audience is online, it becomes essential for us to have our presence & engagement on this medium."

About Tikona Digital Networks

Tikona Digital Networks was founded in 2008 by veterans from the telecom industry, who have built some of the largest telecom networks in India. With a vision to be a leading Broadband and IT services company, offering innovative products and solutions to home, enterprise and service provider customers in India, Tikona Digital Networks believes that the next generation services will change the way India lives, transacts, and communicates. The company is adequately funded by top end global investors. Within a span of two years, Tikona Digital Networks is the fastest growing and one of the top five broadband players in the country.

For further information please log on to - <http://www.tikona.in/>

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