

# EXPO NEWS

29<sup>th</sup>  
**Convergence  
India Expo**

  
**7<sup>th</sup> Smart Cities  
INDIA EXPO**

**23-25  
MARCH 2022**  
**PRAGATI MAIDAN,  
NEW DELHI**

24 MARCH 2022

DAY 2



**Narendra Modi**  
Hon'ble Prime Minister of India

I am pleased to learn about the organisation of 29<sup>th</sup> Convergence India & 7<sup>th</sup> Smart Cities India expo by India Trade Promotion Organisation and Exhibitions India Group. The theme, '**Digital India - Connecting the Unconnected**', is highly relevant to the times.

In the 21<sup>st</sup> century world, technology has become an

inseparable part of people's lives. Innovation and fast-paced technological changes are today driving the aspirations of people, as well as the nation's growth story.

India's digital potential and outreach is unparalleled. Through initiatives to further digital technology, we are constantly striving to realise the vision of building a self-reliant India.

As the once-in-a-century pandemic has shown, India has been utilizing technology optimally to bring about a positive transformation in the lives of people by reaching the unreached and connecting the unconnected. Convergence of technology is pivotal to our vision of furthering people-centric urban development.

As we celebrate Amrit Mahotsav of our independence, it is our collective responsibility to make the most of Amrit Period of next 25 years to build a strong and glorious India.

May the 29<sup>th</sup> Convergence India & 7<sup>th</sup> Smart Cities India expo provide a platform to various stakeholders to learn from mutual experiences, adopt latest technology and best practices for larger good.

With best wishes for all success of the endeavour.



**Jibesh Kumar**  
Hon'ble Minister  
Department of Information Technology,  
Government of Bihar

**B**ihar embarks to a new journey of technological and has shown tremendous growth on IT Front & Good Governance. The initiatives of e-governance and creation of investment opportunities in the estate has been phenomenal even during the Corona Pandemic. Bihar has shown tremendous growth across all areas of development. In fact, the state is ranked among the top performing states in terms of GDP growth rate.

During the pandemic, digital adoption has taken a quantum leap at all levels- be it personal, organization, or at the industry levels. Since the COVID-19 pandemic broke out in the year 2020, much of the world moved online, accelerating a digital transformation that has been underway for decades. Children with at-home internet access began attending classes remotely, many employees started working from home and numerous firms adopted digital business models to maintain operations and preserve some revenue flows. In these unprecedented circumstances, the state of Bihar used a variety of techniques to combat the disastrous CORONA virus, which was spreading at a rapid pace.

Some of the key initiatives that have already been taken to keep afloat the government system even in a pandemic are eOffice, that has increased productivity and transparency by Anywhere Anytime working, EVidhan Application, which will enable paperless proceedings at Vidhan Parishad was

launched on 25th Nov 2021. Other key initiatives are CFMS, BSDC, BSWAN, BAAF, and eprocurement (Eproc2.0).

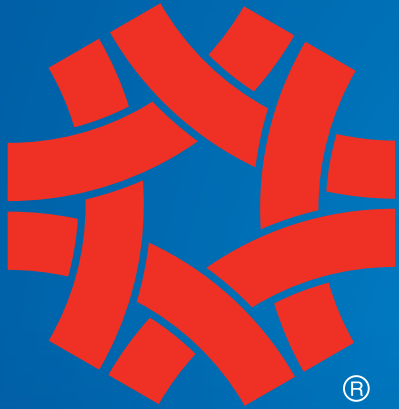
IT department has also emphasized on Incubation and Research centres and has funded CDAC to initiate research and development in the fields of Artificial intelligence, Data Science, Cyber Security & Cyber Forensics, and Internet of Things as part of the initial planning (IoT). IT department has also funded NIELIT for enhancing Capacity Building by opening training centers at Patna, Bwcar and Muzaffarpur and IIT, Patna for incubation support. On similar lines, as Bihar is an Agri driven state, Bihar will soon open an AgriCoE to enhance agricultural productivity by innovative use of technology.

The Government of Bihar is taking progressive steps in the field of information Technology by working with a multidimensional approach to encourage investment in the state. The attract investors, policies have been relaxed. Also there is abundance of economical skilled workforce in the state. All of this will entice investors to invest in Bihar. We recently had a day long meeting with the top officials of the Department of Information Technology, Government of Bihar, where we outlined a road map for next 2 years with emphasis on the key projects & their progress such as eOffice, MyGov, CDAC-Patna and NIELET, Public Wi-Fi Hotspot, AgriCoe, STPI Patna, World Class IT Tower/ IT Park/IT City and Start-up Hub. The key focus is to generate new employment opportunities in the IT sector for developing a progressive and prosperous state.

In view of the above, the India Trade Promotion Organisation (ITPO), and Exhibitions India Group are organizing the 29th Convergence India and the 7th Smart Cities India 2022 expo from 23-25 March 2022, to be held at Pragati Maidan, New Delhi.

I extend my best wishes to the organizers for a grand and successful event.

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## L C Goyal, IAS (Retd.)

Chairman & Managing  
Director, India Trade  
Promotion Organisation

India Trade Promotion Organisation (ITPO) is happy to be associated with the 29th Convergence India and the 7th Smart Cities India 2022 expo, from 23-25 March 2022 at Pragati Maidan, New Delhi, India, as a co-organizer.

The Convergence India series of expos are at the forefront of India's digital revolution, While Smart Cities India expo reflects India's emerging modernization and development landscape. Gathering the finest and prominent industry leaders, innovators, entrepreneurs, investors, and tech and infra fans from across the globe, the expo is one of the most crucial events in India, extending the Digital India and Make in India campaigns.

Committed to accelerating nation building and contributing to India's growth story, the event will provide a multitude of opportunities to explore new business opportunities, joint ventures, investment and collaborations; as well as facilitate engagement with innovators and thought leaders from across the sectors.

ITPO remains deeply committed to contributing to the growth of our economy by showcasing India's commercial potential through trade fairs/exhibitions both domestically and abroad. The exhibitions and convention industry in India and globally upbeat and excited about the remodelled and revamped state-of-the-art IECC complex to host global conferences and exhibitions. Over the years, it will be useful to evaluate the vital role the new Pragati Maidan played in the country's economic progress and its stature as an emerging global superpower.

All efforts will be channelled to ensure a safe and successful expo for our stakeholders and partners, with strict adherence to all regulations and SOPs mandated by the Government. I extend my best wishes to Exhibitions India Group, industry leaders, participants as well as supporting bodies for their cooperation in hosting this mega expo.



## Durga Shanker Mishra

Chief Secretary,  
Government of Uttar Pradesh

The 'Digital India' Make in India's Start up India', 'Smart Cities' and 'AatmaNirbhar Bharat' initiatives of the Government of India have created new opportunities for the country and will transform it into a digitally empowered economy and a global manufacturing hub.

Projections show that over 60 crore India citizens i.e. 40% of total population will live in urban areas by 2030, This number will increase to over 87 crore i.e. more than 50% by 2050. This rapid urbanization has put the development of urban spaces at the forefront of national policies and programs. Recognizing the need to meet these challenges and convert them into opportunities, Ministry of Housing and Urban Affairs under the visionary leadership of Hon'ble Prime Minister, launched a series of initiatives such as DAY-NULM, SBM-U, AMRUT, PMAY-U, SCM, Metro Rail expansion and many more. These transformational Missions/Schemes seek to address poverty alleviation, affordable housing, sanitation, infrastructural challenges and harnessing technology to drive futuristic urban development.

Pradhan Mantri Awas Yojana (Urban) mission has been providing access to housing with all basic amenities to people around the country. Government has created an ecosystem so that people can get a decent shelter and dignified living. PMAY(U) is not only for building houses but also to provide basic facilities of sanitation, water, electricity, cooking gas, toilets etc. To the houses for good quality living. Over more than 1.14 crore houses have been sanctioned under the PMAY (U) and 92 + lakh have been grounded for construction. Beneficiaries have already moved in over 54 lakh dwelling units. All Houses will be completed and habituated well in time.

India Trade Promotion Organization (ITPO) and Exhibitions India Group are organizing the 29th Convergence India and the 7th Smart Cities India 2022 Expo from 23-25 March, 2022 at Pragati Maidan, New Delhi. Developing Smart Cities will be on focus.

The 7th Smart Cities India 2022 Expo supports the Government's endeavour to transform the country into a knowledge economy. I have been informed that the previous edition held in 2021 attracted over 575 exhibitors and more than 230 eminent speakers, who shared their knowledge and technologies and the event witnessed a footfall of over 12,750 visitors.

I extend my best wishes to the organizers for a grand event.



## B B Swain, IAS

Secretary,  
Ministry of Micro, Small & Medium Enterprises

I am delighted to know that the India Trade Promotion Organisation (ITPO) and Exhibitions India Group are organizing the 29th Convergence India and the 7th Smart Cities India expo 23rd-25th March 2022 at Pragati Maidan, New Delhi.

I hope the Expo will offer excellent opportunities to industry leaders, professionals, policy makers and entrepreneurs in Communications, Broadcasting, Media, and ICT sector for technology collaborations, business alliances and networking.

I congratulate the organizers for taking this initiative forward and wish all the success for this event.

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## ITPO & EIG mark a successful Day 1 of the 29<sup>th</sup> Convergence India & 7<sup>th</sup> Smart Cities India 2022 Expo

India's largest tech & Infra expo concluded a successful first day, with a virtual address by Shri Nitin Gadkari, Hon'ble Union Minister for Road Transport & Highways, Government of India. India Trade Promotion Organisation (ITPO) & Exhibitions India Group inaugurated the 29th Convergence India and 7th Smart Cities India 2022 Expo today at Pragati Maidan, New Delhi. The three-day expo is hosting approximately 800+ brands and more than 100 start-ups, along with participation from various government departments, public sector undertakings, and smart cities.

The event was organised keeping in mind the COVID-19 protocol, ensuring a safe and seamless experience.

The inaugural session set the tone of an eventful day, with addresses from Shri Kaushal Kishore, Hon'ble Minister of State, Ministry of Housing & Urban Affairs, Government of India; Shri Vibhu Nayar, IAS - Executive Director ITPO; Mr. Sandeep Narula, Chairman, Electronics & Computers Software Export Promotion Council (ESC) India; Mr. Gurmeet Singh, Executive Director, ESC India; and Ms. Chandrika Behl, Managing Director, Exhibitions India Group; and Dhruv

Behl, Director - Exhibitions India Group. The first day was packed with 12 high-powered conference sessions with over 30 thought leaders. Apart from hosting a plethora of technology-redefining brands under one umbrella, day 1 of the expo also organized a series of keynote sessions and panel discussions with notable dignitaries across sectors. The conversations covered pertinent topics such as the readiness versus the reality of 5G in India, surge of OTT industry in the pandemic and its impact on growth, the future of Indian cities, and accelerating the modal shift to public and



shared transport systems.

Shri Nitin Gadkari, Hon'ble Union Minister for Road Transport & Highways, Government of India, addressed the gathering, "I'm really happy with the Smart Cities India and Convergence India 2022 exhibition and convention. It is going to qualitatively contribute to our vision for the development of a new India. I appreciate the expo's vision for Smart Cities in India, particularly the fact that we are working to bring India to the world standard. I appreciate the role of the industry and the organisers of the expo and extend my best wishes to all."

Speaking at the inauguration, Kaushal Kishore, Hon'ble Minister of State, Ministry of Housing and Urban Affairs, Government of India in the context of the #SCI2022, "A fragmented approach to building smart cities is not a visible approach; we must strive to make whole cities smart. The vision of Smart Cities is not limited to creating infrastructure but also incorporates the idea of making every individual self-reliant. Smart City does not only mean infrastructure, electricity, and housing, it means adding to the income levels of families. We're glad to see an event like this, providing a platform for such conversations."

Chandrika Behl, Managing Director, Exhibitions India Group, said "We are back with a physical event post a hiatus, and are glad to host industry stalwarts at the expo. The annual Convergence India and Smart Cities India Expo have provided an excellent







platform for brands to showcase their work and network across technologies, innovation and everything that is smart and sustainable. We are glad to have been able to be back on ground and create an ecosystem of opportunities."

Day 2 has an equally powerful and exciting line-up of thought leaders and knowledge sessions as part of the Digital



Transformation Conclave, the City Leaders Conclave, the Future of Startups in India and sessions viewing development from a gender lens with discussions on Women in Tech and Future for Female Founders in Startups.

#### About Convergence India Expo:

Convergence India, now in its 29th edition, heralded the telecom revolution in India. It

is the largest technology and infrastructure expo in the country. The expo provides a platform to showcase 'Brand India' and focuses on promoting the 'Make in India' & 'Digital India' campaigns and showcases the emerging technologies. It includes, Internet of Things, Mobile India, EmbeddedTech, Fintech & Digital Gaming.

#### About Smart Cities India Expo:

Smart Cities India expo aims to deliver better citizen services by showcasing the latest technologies. Integrating technology with the key pillars of urban development, i.e. green buildings, energy, transport, clean environment, and water, for optimising resources and making cities smart and sustainable. The expo is a unique meeting point for Union and State government officials, private sector representatives, foreign delegations, businesses, city leaders, etc.

## PRODUCT HIGHLIGHTS

# Transforming ideas into the future

**A**LGcom has been present in the market since 2003, when it started to offer telecommunications consulting and services. In 2008 the company added to its diverse repertoire and began production of antennas and telecommunication accessories. ALGcom currently offers high-performance products focused on quality, research, and development.

ALGcom has revolutionized the industry by being the first to divide its antennas into four segments

- Antenna for no atmosphere interface area - PA-5800-XX-XX-DP
- Antenna for High atmosphere interface area and long distance links -PS- 5800-xx-xx
- Antenna for High atmosphere interface area - UHP-5800-xx-xx-DP
- Antenna for Very High atmosphere interface area - UHPX-5800-XX-XX-DP

**Dish Antennas |PA:** Products with excellent cost-benefit and great bandwidth, the Dish Antennas are indicated for point-to-point links, in a low-noise environment. Their links are stable and have maximum throughput over short and long distances. Also has a extended frequency range from 4.9 to 6.2 GHz.

### Parabolic Shielded Antennas |PS:

(Long distance links) Those antennas count with side shielding that results in greater efficiency in irradiation, even in places with high interference. Its radome increases the useful life and performance of links on rainy days. They provide more stable links with maximum throughput and secondary lobes suppressed at levels below -40 dB. They come with a radio fixing kit and have two Armored Boxes models as options, ensuring versatility, protection, and insulation for the radio.

### Full Band Parabolic Antennas |UHP:

The Full Band Parabolic Antennas feature the Deep Dish Reflector in their design. This reflector is deeper in comparison to the parabolic reflectors that we used until then, providing the same gain that we already obtained, but with incredibly greater bandwidth for point-to-point links: from 4.9 to 6.425 GHz. In addition, it has exceptional VSWR across the frequency band. The antennas are lighter making pre-assembly much easier and faster. The mounting hardware provides precise adjustments in elevation and azimuth. They also have  $\pm 45^\circ$  Slant Polarization

### Extreme Full Band Parabolic

**Antennas |UHPX:** The Extreme Full Band

Parabolic Antennas feature the Deep Dish Reflector in their design, which works with the shield and RF absorbing foam, providing EXTREME noise rejection, making the UHPX parabolas perfect for local installation with extreme interference. It also provides incredibly greater bandwidth for point-to-point links: from 4.9 to 6.425 GHz. In addition, it has exceptional VSWR across the frequency band and excellent port-to-port isolation. Its mounting hardware provides precise adjustments in elevation and azimuth and has  $\pm 45^\circ$  Slant Polarization.

### Microwave Antennas | Licensed links:

The Microwave antennas have lateral shielding and RF absorbing foams, offering greater radiation efficiency and significant reduction of secondary lobes. They were developed to obtain greater gain with less interference, in addition to being compact products and with less wind area. Available with OMT kit 1+0 and 2+0 compatible radios Cambium, Ceragon, Ericsson, Huawei, SIAE, Wi2be, Youncta.

### Symmetrical Horn Antennas |SH:

Antennas for point-multipoint links with incredible bandwidth from 4.9 to 6.425 GHz, symmetrical radiation diagrams and easy azimuth and elevation adjustment. The Symmetrical Horn Antennas present the best radiation diagram on the market, with excellent lateral and vertical shielding through the absence of secondary lobes and high front-to-back ratio. In addition, the Symmetric Antennas do not have secondary lobes. This means that they transmit and receive the signal only in the desired direction, protecting the network against noise in dense environments.

### Asymmetrical Horn Antennas |PD

Those antennas provide twice the coverage with the same gain as conventional panels. Present excellent armor through the reduction of secondary lobes and high front-to-back ratio, in addition to excellent cost-benefit. (5.250-5.875 GHz)

### Wide Band Shielded Sector |PD - UWB

The Wide Band Shielded Sector offers high gain, high vertical opening, and maximum reduction of secondary lobes, achieving performance class SS2 ANATEL. This antenna offers excellent coverage with the best signal-to-noise ratio and increases the network's immunity against noise and interference, so it is possible to deploy more equipment in the same location. The antenna has been designed and tested to operate in the highest frequency range in the market: from 4.9 to 6.425 GHz, guaranteeing all the properties of diagram, insulation, and VSWR in this entire band. This allows its use in a wide range of applications, in addition to meeting the standards of international organizations such as FCC and ETSI. Wide Band Shielded Sector

### ALGcom Ultra-High-Performance antennas | UHPX - 5GHz

The Full band ALGcom antennas are the best 5 GHz solutions for your PTP links. The antenna's material is 100% naval aluminum made, which makes the product lightweight, portable, and long-lasting. These are the lines that bring the whole concept of noise rejection and noise immunity. The antenna's reflector is shaped on a DEEP DISH design, a coned format each allows to suppress side lobes, assuring that the main lobe is focused on all of the radio capacity, in result endorses a higher link throughput.

Keeping up with the innovative radios launches in the telecom market ALGcom updated its antennas frequency, operating from 4.9 GHz to 6.425 GHz. They are a reference when it comes to high-performance equipment, having a stable gain throughout the all frequency of range, this permits an easy change of channels once it is saturated, so the antenna is already prepared for all band. The UHP line can work on the  $45^\circ$  slant, all of the models are allowed and are designed to have the option to adjust it either in  $90^\circ$  V/H or in  $45^\circ$ .







## EXHIBITOR CORNER

# A global end-to-end solutions provider

## PPC Broadband

Today's global broadband market features ever-changing technologies and vast differences in regional architectures. The Asia Pacific differs from Europe, which differs from the Americas, which in turn demand different components than Africa and the Middle East. To serve each region – to be a true worldwide partner to the industry's largest network operators and service providers – a company must amass an incredibly broad product portfolio and suite of services to support each geographic market. PPC Broadband is one of those rare global solutions providers able to support customers and network demands in all of the world's localities.

Across nine decades, PPC has established itself as the premier innovator within the communications space. As an early pioneer of connectors used in CATV and digital cable systems, PPC holds more patents in connector technology than any other company in the world. And over the last decade, PPC has become a major provider of fiber and optical network components to the biggest telecommunications companies around the globe. Through its advanced fiber test laboratory and strategic growth initiatives, PPC has rapidly expanded its product breadth – today offering comprehensive solutions for Central Office, Outside Plant, and Premises applications for network architectures of all types.

## Central Office Solutions

PPC offers copper and fiber solutions for

the central office that include cabling, connectors, fiber management, passive and active transport, and more. Passive and active products in the optical headend portfolio include multiplexers, splitters, patch cords, and optical line terminals (OLTs), among others. These are complemented by rack and cabinet products, high density fiber management platforms, connectors, and testing equipment.

## Outside Plant Solutions

Outside Plant solutions within the PPC portfolio are broad. Optical passive products, street hubs, cabinets, underground and aerial solutions, and myriad hardware options enable a clean signal transfer from the central office to the customer premises.

## Premises Solutions

Whether for multi-dwelling units (MDU) or single-family homes (SFU), PPC's comprehensive set of product solutions for the customer premises help ensure subscriber satisfaction. Fiber and category options, alongside coaxial products, create one of the marketplace's most complete product offering. PPC's revolutionary Miniflex® fiber cable, QuikPush® cable assemblies, terminal boxes, wall

plates, and connectors form the core of its FTTH solution set.

## Global Support Services

With manufacturing, sales, and customer services locations on six continents, PPC is positioned to support customer needs regardless of location. Manufacturing and warehousing redundancy mitigates the effects of regional disruptions, and can offer security and peace of mind for our partners. Regional sales and customer service support is available across the map to provide informed, local support to PPC's customers. Training and other knowledge-based support programs are also available, enabling customers and ensuring that the installation and use of PPC products is optimized for all types of network applications

## Vision for Future Growth

Despite its rapid expansion in the last decade, PPC has no plans to slow down. In recent years, an internal focus on innovation has been paired with the addition of global brands to make PPC the end-to-end solutions provider that it is today. The company continues to emphasize ingenuity and innovation focused on organic product development, aiming to solve customer challenges with new designs and technologies. The continued growth of the PPC product portfolio, the evolution of new technologies for next generation networks, and the creation of solutions for unique customer needs will remain a driving force for PPC's growing footprint in international markets.

## PPC HOLDS MORE PATENTS IN CONNECTOR TECHNOLOGY THAN ANY OTHER COMPANY IN THE WORLD





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## Broadband critical infrastructure

### EXHIBITOR CORNER



**Mr. Paritosh Prajapati**  
CEO  
GX International

In India we are consuming about 17 GB data per month, which is the highest consumption globally, and this is expected to double over the next five years, driven by changing entertainment viewing habits with OTT, along with distance working and education.

The digital India vision is realizing, and India today beats UK in terms of the number of new unicorns, only the United States and China were ahead of it. There were 54 unicorns from India, up from 33 the year before. India had a fantastic year and one of the main reasons has been the digital workforce created by enabling a mass educated population with digital infrastructure.

The pandemic has also changed the way we use the internet. Previously, asymmetrical, one-way download use (e.g., streaming Youtube) took up much of our at-home bandwidth, but now, symmetrical uploads and downloads (e.g., video conferencing) are

much more normal. Last-mile networks still have a lot of asymmetric technologies, and the upstream gives out first. This is where wireless networks and satellites provider works, but fiber is crucial in today's environment, as it can easily handle symmetrical traffic. Meeting today's connectivity demands requires investment in sustainable networks – and that means fiber broadband.

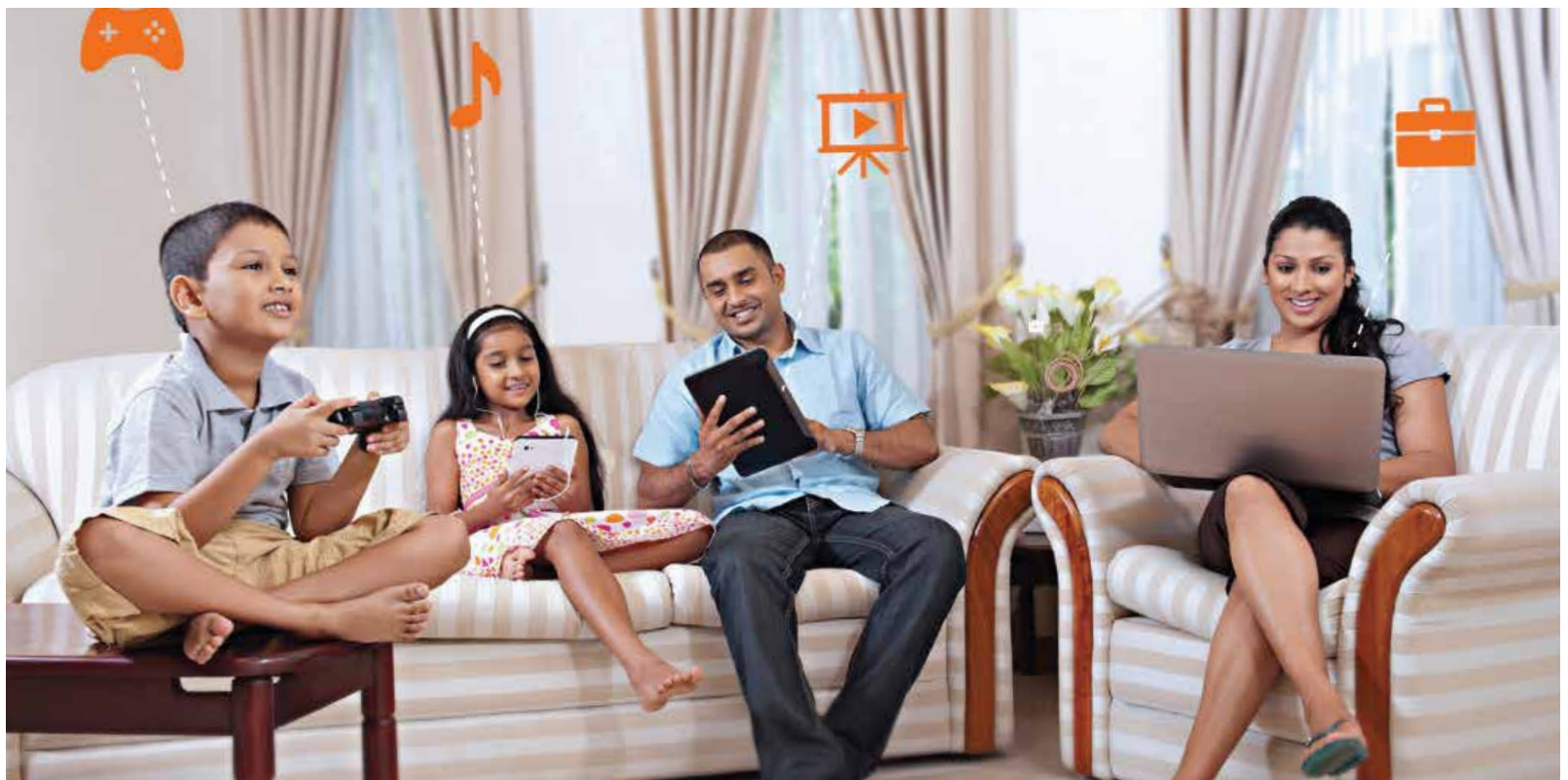
India has realized digital awareness on how important high speed broadband connection is. Having as low as 4 % connection rate in FTTH compared to other countries who has more than 60% connection rate. There is a long way to go, but to enable people with high-speed broadband it's an important task to ensure network availability, where one of the parts is equipment availability which needs to be 99.9999% as this is something everybody demand to experience the right level of broadband and guarantee work from home, distance education, entertainment, and other services.

The entire Telecommunication ecosystem need work together to ensure that everybody in India have access to reliable fiber networks and that the internet that powers the 21st century. We at GX believe the accelerated deployment of fiber broadband infrastructure is essential to close the digital divide and build resilience against threats such as pandemics.

### GX Group - part of the Digital journey of India

To support this demand GX Group works on future roadmaps along with engagement with Broadband forum and Cyber security bodies to ensure the right solutions are provided for their customers deployment plans. Long-term has always been in focus and we are this year releasing our Wi-Fi 6 product based on highest level of security standards which is being implemented in all our models and we are also releasing next generation XGSPON to the market, and studies has already started for Wi-Fi 7 protocol.

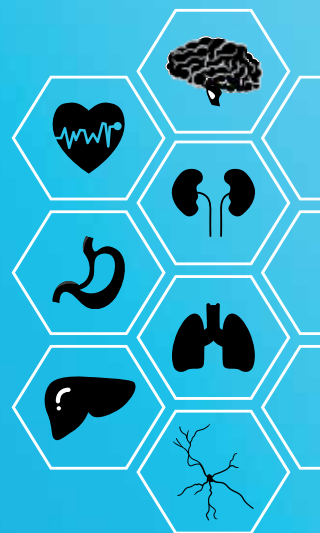
## INDIA'S YOUTH POPULATION IS THE WORLD'S LARGEST AND GIVING THEM DIGITAL CONNECTIVITY WILL CREATE THE WORLD'S LARGEST DIGITAL WORKFORCE





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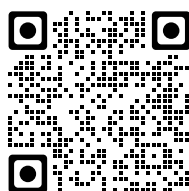
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## CXO SPEAKES



### Madhukar Tripathi

Associate Director- Optical Business & Marketing  
Anritsu Corporation

#### Tell us about the philosophy and vision of the company.

Anritsu's corporate philosophy is to contribute towards the development of a safe, secure, and prosperous global society by offering "Original & High Level" products and services with "Sincerity, Harmony & Enthusiasm". Anritsu's vision is to go beyond testing and beyond limits for a sustainable future together.

#### What are the new innovations being developed by the company?

Anritsu has been continuously working for product development to meet customer's demand. Our Radio Communication Test Station MT8000A, is a new platform for developing 5G communications terminals, chipsets, and devices. With support for both signalling and RF tests, this is an all-in-one platform that can be configured easily for various tests, including RF, protocol, and use-case tests matching the module construction.

This product is being used for all the 5G testing needs. Anritsu's Signal Quality Analyzer MP1900A-R is supporting PCIe Gen 4&5 and is ready to support PCIe Gen6. Signal Quality Analyzer MP1900A-R supports other high-speed interfaces such as USB, Thunderbolt, Ethernet etc, and is approved by PCI Sig forum as well. This makes it an all-in-one platform for High Speed DUT testing and compliance

cum validation tool.

#### How have you adapted to the changes brought about the pandemic?

Being a customer centric company, we have adopted all the possible measures for customers success involving Anritsu.

We have created a remote support facility to support customers technical application issues. We are introducing Site Over Remote Access (SORA) cloud-based measuring instrument remote control service. Our service repair and calibration labs were working following Govt regulations during pandemic period to support the customer. We have also created an online expo "Anritsu Web Expo- 2021 Spring" to showcase our latest test and measurement solutions to the industry. We have online/web-based customer meetings, operational trainings and Technical support to customers.

#### What are challenges & roadblocks faced by your industry?

To remain competitive, test and measurement companies must eliminate obstacles that cause delays to the launch of new solutions. Design complexity, frequent design changes, unfamiliar new technologies with rapidly developing and evolving standards are the main challenges.

#### Please tell us about your focus areas for the future.

Anritsu is committed to investing in future connectivity technologies test solutions and working for sustainable future growth. We will join hands with suitable partners to provide complete test solutions to our customers. We will continue to upgrade our products for future needs and make them more energy efficient.

#### Please elaborate on the technologies on display at the expo.

Anritsu's business expansion has occurred chiefly in the information and communication field. The company's flagship measuring instrument business provides products and services indispensable to the development, manufacture, and maintenance of a range of communication systems. In addition, Anritsu's technologies have incorporated into a range of products in other fields, such as IP network equipment and inspection equipment for food and pharmaceutical products.

We are displaying latest T&M solutions for 5G Device Testing, 5G Network Testing (Wired & Wireless Network), Universal Wireless Test Set MT8870A, Radio Communication Test Station MT8000A, Interference Hunting, Signal Generator, Satellite Signal / Spectrum Monitoring along with Mission Critical Communication test solutions such as Handheld Spectrum Analyzer MS2713E, Handheld VNA Master, Land Mobile Radio Analyzer- LMR Master S412E. We are also displaying high speed device & network test solutions such as Optical Spectrum Analyzer MS9740B, 100G Ethernet Analyzer/ Network Master Pro MT10000A.

#### What can we expect from Anritsu in the times to come?

Anritsu is dedicated to provide latest test and measurement solution to all connectivity testing needs from the industry. We will continue our investment in future technologies and work closely with our customers to understand their requirements and provide them the most technical, suitable, cost-effective T&M solutions. Anritsu will continue to contribute to the realization of a safe, secure and comfortable society. We will provide latest T&M for IoT, 6G, EV Navigational System, ADAS Technologies etc.



## COMPANY SNAPSHOT

# Faster, smarter way of business – Cloud Connect

**C**loudConnect provided India's first and premier suite of internet / VOIP based Unified Communications (UC) SaaS applications (Not Obsolete Audio-Conferencing / Cloud Telephony "Patch" Technology) that powers the next generation customer engagement and trackable performance management systems in enterprises.

### Key Offerings: Business Internet / VOIP & UC SaaS enabled

- Communications lead Enterprise Transformation & Business Acceleration
- VOIP Enabled Trackable Customer Engagement
- Hybrid Workforce Productivity Management Solutions

### The offerings are based on:

- Cloud PBX, Cloud Contact Centre
- IVR & Click to Call
- Embeddable Video Conferencing
- Strong UC SaaS Based Performance Management Analytics

### Vision Statement:

- Globally Lead the Enterprise Communication Experience Management (EXCM) domain for enhancing business productivity
- Super-intuitive, flexible, secure and scalable platforms and Apps
- Seamlessly integrable with key business processes & applications.
- Embedded with Unified Intelligence & Analytics for enhanced customer engagement, collaborative team-work & superior performance management of hybrid workplaces & workforce and the PHY-digital commerce eco-system

### Mission Statement:

- Digitally unify & transform dated/deficient business processes through contextual communication.
- Improve accountability and performance of hybrid workplaces and workforce.

### Innovations undertaken by the company

**A.** CCPL is going to launch a secured and scalable virtual workspaces for hybrid

teams with voice, video, messaging and a lot more to create, collaborate and present their work from anywhere.

### Streamline meetings and everything in-between

Get started quickly with customizable CloudConnect platform. Optimize your In or Out of office in a virtual office and get the most out of your collaboration

- Video Conference - On the fly Conference, Screen sharing
- Messaging - Public & private chats, Rich Messaging, Document Sharing
- Telephony Integration - One to One/ Group Calling
- Unified Dashboard
- Monitoring & Surveillance

**B.** Enhanced Mobile Field Force Management using SDK – With the technology evolving & making everything more fast & superficial, we have undermined the demand for global field service management. The field service management market is fueled by the increased need to track activities in the field. Mobile field management can be a prompt source to have a tight check on the employees' performance & productivity. It results in achieving maximum efficiency of business processes.

**C.** Unified Communication Platform for MVP (Message, Video & Phone) – We offer the most popular unified communication platform in the market with superior features designed to connect employees and customers anywhere on any device. All sensitive customer and call data is protected with industry-leading encryption, standards and protocols.

### Embracing new technologies/ concepts in the aftermath of the pandemic

CPBX ensures obtaining a fully streamlined, highly productive and super-efficient hybrid workforce. Every industry has a unique need. CloudConnect understands that Cloud PBX, PBX on mobile, can be used by various industries to solve a multitude of problems. For instance, in retail, simple queries go unnoticed, customer calls are missed, there

is no consistency or even a way to track and record feedback. Unified Communication with Cloud PBX on Mobile changes all this. In fact, this frees up your sales team to increase time efficiencies and drive-up productivity with the ability to use the Cloud PBX extension from anywhere on any device.

### Soft launch of a new product/ service

Launching services soon in Mumbai, Ahmedabad & Pune circle.

### What's being showcased at the expo

Cloud PBX, Cloud Contact Centre, Video Conferencing, Mobile SDK, App in App

### Policy advocacy for your sector

The policy advocacy for our sector solely depends upon our business & customer traction. With the emerging needs of cloud-based solutions, the increasing demand & distribution of MVNOs is at its peak. The success of the brand exclusively depends on the brand's positioning. Therefore, early analyzing and comprehending the needs of the consumers would attract target consumers. To top it off, improving the services via better connectivity and focusing on adding value propositions instead of reducing the prices should be the aim. Delivering the people, a world-class cloud ecosystem with innovative & affordable services is a must.

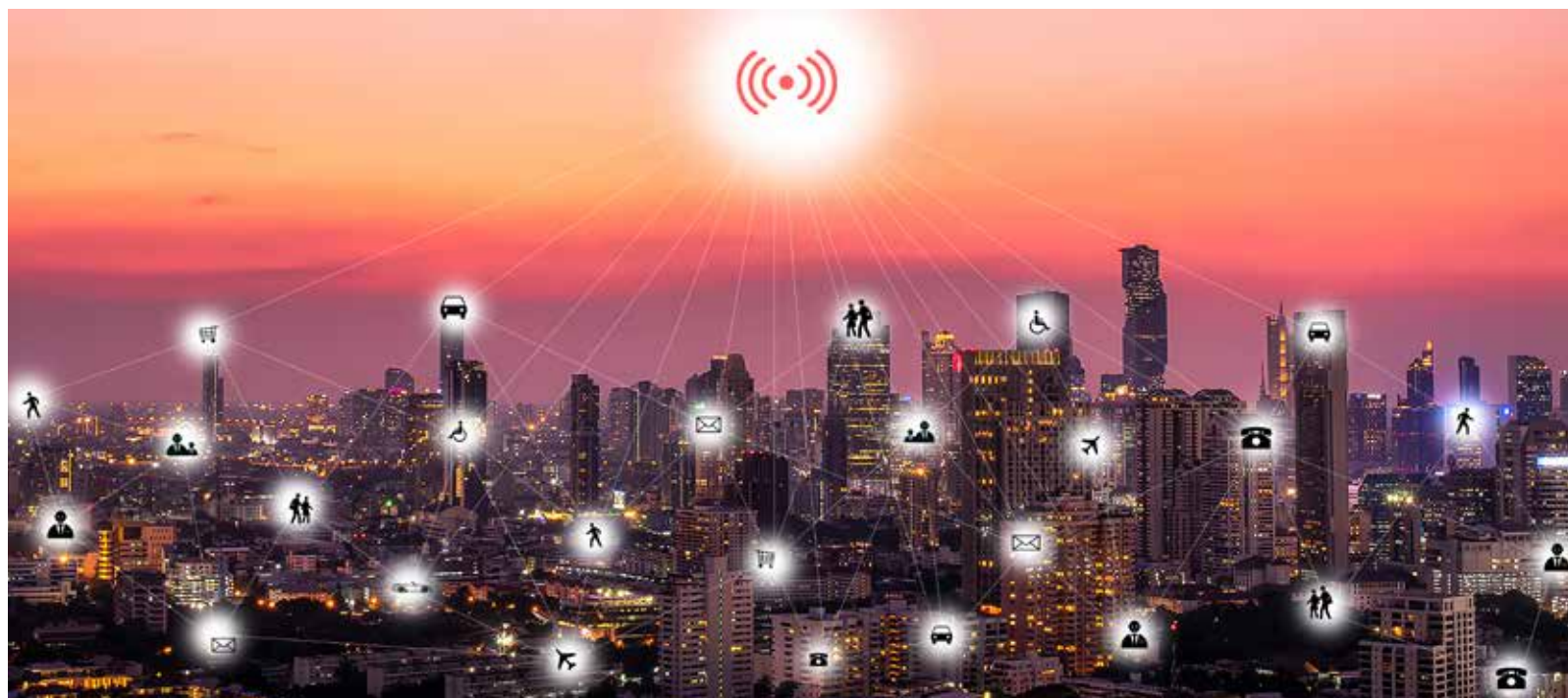
### Special focus on any launches or special products/solutions being displayed at the expo.

We are focusing majorly on solutions like-

- Cloud PBX/ IP Calling/ App in App
- Omni-Channel Contact Center
- Augmenting and Transforming PBX
- Video Conferencing

### How can your solutions/ technologies/ideologies be leveraged for a better tomorrow?

Technology has risen rapidly. Today, Unified Communications has been extensively used by businesses for a startup or a big enterprise, taking over the conventional phone system. Overall, it has played a crucial role in putting forward several emerging economies like India's solid footing. With Cloud booming the market, there is so much in store for the Cloud in the coming years. Companies are bound to benefit the most from cloud telephony with the benefits of multi-channel support, easy access, and affordability as they expand their customer base globally.



## Wireless is the way forward for BridgeThings

### CXO SPEAKES



**Srinivasa Raju Namburi**  
Co-founder & Execution,  
BridgeThings

### Tell us about the philosophy and vision of the company.

BridgeThings is a full-stack IoT company with a vision to enable a sustainable community with technologies that help them monitor and manage large facilities efficiently.

### What are the new innovations being developed by the company?

BridgeThings with a very strong expertise in wireless monitoring & control solutions, is investing considerably into building battery less sensors and building highly scalable wireless networks

### How have you adapted to the changes brought about the pandemic?

Yes, being a hardware design house, we could adapt to the disruption in the global electronic supply chain with innovation in design and firmware development. Infact, BridgeThings

have built multiple innovative battery powered, ground level monitoring solutions during the pandemic

### What are challenges & roadblocks faced by your industry?

The major challenge that hardware industry is currently facing is the supply chain disruption. With a very high dependency on global supplier for chips, the production plans have gone haywire. We are currently overcoming with innovative design changes with alternate available components

### Please tell us about your focus areas for the future.

Help customers and other companies to deploy large scale, scalable, efficient monitoring solutions to understand their resource consumption and drive them towards sustainability

### Are there any modifications in the

### regulatory framework that you would advocate for?

It would be great if facilities are required to submit their overall resource consumption data to the regulatory authorities often – say once every fortnight and provide tax benefits/ Lower interest loans for better utilization of resources.

### Please elaborate on the technologies on display at the expo.

BridgeThings has a unique solution for large-scale utility consumption monitoring. We help large facilities to integrate all their utilities into one single dashboard. We are displaying our long-range gateways, telemetries, and sensors that can help industries to seamlessly collect data from the physical world.

### What can we expect from BridgeThings in the times to come?

A highly scalable wireless solution for industries and commercial facilities to monitor and control their assets to drive their sustainability and bring down their carbon footprint.

## WE HAVE ONE CHANCE TO SAVE OUR PLANET FROM CLIMATE CHANGE, TECHNOLOGY CAN HELP US IN OUR COLLECTIVE PURSUIT, LETS DO IT TOGETHER



# INVEST IN THE FUTURE



## National Industrial Corridor Development Programme

India's pioneering infrastructure programme with plug & play model converging next-generation technologies.

### INVEST NOW

Available Plots Size

**1000 sqm.-332 acre**

- Option for different lease period
- Lease premium payment flexibility
- Land on rental model
- Lease cum Rent option
- Pre-built factory facility
- Discount to anchor/early-bird investors
- Facility for online application
- Discount on early payments



REIMAGINING **INDIA**  
REIMAGINING **THE FUTURE**

Land Allotted  
**842 Acres**

Land Available  
**5345 Acres**

Industrial  
**2781** acres

Other Use  
**2564** acres

Investment Mobilised  
**16750 Crore**

### SALIENT FEATURES



Plug n Play  
Infrastructure



Potable and  
Recycled  
Water Supply



Reliable 24-Hours  
Power Supply



Effluent  
Treatment Plants



Multi Modal  
Connectivity



Walk to Work  
Concept



Environment  
Clearance  
Obtained



Single Window  
Clearance



E - Land  
Management  
System



Online  
Application

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Follow Us



## World's Leading Manufacturer of Auto-Acquire Antenna Systems

### CXO SPEAKES



**Leslie Klein**  
Founder, C-COM  
Satellite Systems Inc

### Tell us about the philosophy and vision of the company.

The company was established 25 years ago to deliver high speed Internet into vehicles (COTP) over satellite. The purpose of this development was to provide life saving and essential communication to people and organizations requiring instant Internet based high throughput communications in places where communication infrastructure is poor or nonexistent and be able to accomplish this with a reliable and cost-effective product. Over the last 25 years we have delivered close to 10,000 antenna systems which are working flawlessly and delivering critical communications in 106 countries. India's military is one of those customers.

### What are the new innovations being developed by the company?

Building on 25 years of satellite communication expertise delivering on the pause solutions, C-COM has embarked in conjunction with the University of Waterloo in Canada to develop a new revolutionary, on the move Phased Array electronically steered antenna system which will make it possible to track LEO, MEO and GEO satellites while on the move. The antenna is designed to work in terrestrial, marine and aero environment, it has no moving parts, its thin, light and can be conformal. It has been tested over Telesat last year. It is expected to be on the market in 2023.

### How have you adapted to the changes brought about the pandemic?

C-COM prides itself of being able to deliver products rapidly in large quantities from our extensive inventory. While the pandemic has slowed our sales in 2021, we more than made up for it in 2022 as we were able to deliver product rapidly and with supply chain issues in 2022 and even today, very few companies can replicate. While the pandemic slow down the sales in its first year, it also created new demand and new applications which have

materialized in 2022. We are very hopeful that the business will keep improving in 2023 with the pandemic behind us.

### What are challenges & roadblocks faced by your industry?

In case of India, the regulatory environment is the biggest roadblocks, as our type of products are not allowed to be sold to other than governments and the military this would be the biggest obstacle for us to do more business in India. There are enormous opportunities to deliver satellite-based communications to many commercial customers like banks for example who could take advantage of our Mobile ATM solutions and could generate additional revenues to the tens of thousands of banks in India and at the same time offer the convenience of mobile banking to remote Indian villages, which have no access to such services. There are many others including mobile health care solutions, disaster management, cellular backhaul and many others.

### Please tell us about your focus areas for the future.

We are now concentrating on bringing our Phased Array Antenna to market and at the same time developing other (COTP) products which work seamlessly with a number of new satellite constellations being launched in many parts of the world.

### Are there any modifications in the regulatory framework that you would advocate for?

We are waiting for the Indian government to open the market for our products for commercial use, like in every other part of the world, so business can take advantage of this wonderful technology that would be able to improve the lives of millions of ordinary citizens of India and generate billions of additional revenue for new and existing business and for the government.

### Please elaborate on the technologies on display at the expo.

We will show our current technology which is vehicle mount auto pointing on the pause mobile satellite antenna system as well as Flyway and Manpack antennas, including our new in motion Ka-band Phased Array antenna.

### What can we expect from C-Comm Satellite Systems in the times to come?

We will continue to work on the market segment which are allowed and waiting for the Indian government to remove the regulatory constraints for the rest of the economy.

Until such time we are just going to be an observer with not much to offer to Indian customers.

## IN 25 YEARS, WE HAVE DELIVERED CLOSE TO 10,000 ANTENNA SYSTEMS IN 106 COUNTRIES. INDIA'S MILITARY IS ONE OF THOSE CUSTOMERS





## Chqbook looking to offer banking services to small-business owners

### SPEAKER HIGHLIGHT



**Vipul Sharma**  
FOUNDER & CEO,  
Chqbook

### Tell us about the philosophy and vision of the company.

The country has witnessed a huge influx of digital technologies in the BFSI sector in the past few years. Many companies including fintechs have established themselves as digital players in the recent past. But there has been a significant neglect of small business owners in the country in this aspect. Small businesses are the backbone of a great economy, acting as the silent engines of economic growth and development in any country. There is a huge potential to add value to this underserved segment by strengthening their business models through innovative financial solutions that leverage technology.

Chqbook's products – banking, lending & insurance, aims to help make their small businesses big. Small business owners can manage their financial requirements within their fingertips by using the Chqbook app. Chqbook provides them with a digital current account, hassle free business loans and the much-needed insurance all in one space – Chqbook app.

Our vision is to make the small business owners financially fitter and help make their small business big.

### What are the new innovations being developed by the company?

Banking, lending, and insurance are our key offerings to the small business owners to help them grow financially fitter and in each of these product segments, we are coming up with innovative solutions to meet the needs of our customers. What sets us apart are:

- We are the first ones to re-bundle financial services into a single app for the small business owners in India
- Our strong technology and design orientation gives us an edge compared to traditional and new age banks.
- Compared to other peers, Chqbook has clocked growth consistently across all 4 key parameters of products, partnerships, customers, and revenue.
- We capture a higher wallet share of customers

due to our multi-product strategy making the customer sticky

- Strong founder conviction backed by experience and data which gives us the know how to run profitable asset and liabilities books across multiple cycles

### How have you adapted to the changes brought about by the pandemic?

Like everyone else, we too were taken by surprise by the onset of the pandemic. However, we were able to bounce back effectively and quickly and reached pre-COVID-19 business levels within a few months. The lockdown period helped us introspect and utilize our time to expand our team with the right talent and strengthen our product offerings.

### What are the challenges & roadblocks faced by your industry?

The Indian financial sector is undergoing major transformation post demonetization and with the advent of the pandemic. While it has certainly accelerated the push for adopting digital modes of transactions, we are yet to overcome few significant challenges:

**Financial Inclusion:** A large segment of the Indian population is unbanked and mostly prefers cash transactions. The government has introduced a slew of initiatives to encourage people to foray into the formal banking services, but the response has not been quite favorable. Hence, it is imperative that we understand our customers and ensure to bring policies and build products that cater to these specific communities. For ex: one of our significant learnings was that while many of the small business owners transact through their savings account, the ones who have a current

account largely transact with a co-operative bank where no app-based solutions are available. Any small transaction requires a visit to the branch and a great deal of time is spent on activities that can easily be done by way of a click. We launched our app in September 2020 and have witnessed 1.5 million downloads of the app and we are in the process of further innovating our product to suit the financial needs of our small business owners.

**Security:** Fintechs deal with sensitive customer data and it is imperative to gain customer confidence in this aspect. The risk of cyber security breaches is high, and it is important for the firms to have stringent security policies in place.

**Regulatory Laws:** I must say there have been significant developments for fintech regulation in India with the licensing of payment aggregators, payment regulation data, digital lending, and discussion on cryptocurrencies. With consistent and adequate support and governance, the fintech industry will change the financial habits of the population to a vast extent.

### Please tell us about your focus areas for the future.

Banking, lending & insurance will continue to be our focus and we aim to be on the leading players in India's digital banking spectrum in the future. Our customer growth will be 10x year on year for the next three years and we will launch multiple other banking products over the next three years to cater to the financial needs of our small business owners holistically.

### Are there any modifications in the regulatory framework that you would advocate for?

The discussion paper on digital banking by NITI Aayog was a welcome move. The complexities faced by the small business owners in opening a simple current account in a bank today are huge starting from the documentation, the need to be physically present, and many more. Digital banking enables them to open a current account at their fingertips ensuring a seamless and hassle-free process. The implementation of Digital Banking will certainly provide an impetus to the country's technology adoption and take it further to new heights. The recommendation of full stack digital banks is an effective and right step in this direction, and we hope to witness the policy implemented soon and be a significant part of India's financial inclusion journey.



## Creating innovative solutions

### IN CONVERSATION



**Ashdhir Kinra**  
CEO & Founder,  
Cohesive Technologies

### Tell us about the philosophy and vision of the company.

Cohesive Technologies is a well-known Global Telecom Service provider working on the platform of IP and VoIP. We are working with our technology partners like Grandstream, Akuvox, Cyberdata, Guardian Telecom, Epygi, 2N(Axis), Milesight, Planet, Wi-Tek and Yeastar, who supports us in offering innovative products and solutions for the premise or Cloud-based requirements.

With the vision to allow the success and satisfaction of our employees, partners and customers, who are connected with us by using our Products and Solutions, our aim is to work on VoIP technology in a highly affordable and innovative manner.

We pull our deep expertise and profound appreciation of client's business province areas and need to create a personalised solution for their individual business requirements. We work and play with transparency, trust and teamwork, and feel proud of everything we do and make sure that everyone who is connected with us feels the same. We have been recognized and acknowledged for the disciplined approach towards offering the best value of pleasure to every customer.

### What are the new innovations being developed by the company?

Cloud and Hybrid are the only options left and all upcoming technologies are primarily working on these platforms. So redundancy may not be asked only on hardware but the day is not far when everyone would want a hybrid environment and all products which they buy or use, would intend to be Hybrid Friendly Platform.

Next big thing is pandemic friendly products, Touchless/Face Detection/Mobility/BYOD and on top Feature Transparency at any location in world (WFH). So we make sure, all products we sell or integrate should support the above mentioned Technology and Platform.

### How have you adapted to the changes brought about by the pandemic?

We have launched multiple products which are pandemic friendly, as all our communication platforms must now support secure remote access and allow employees to work anywhere, any time, on any device.

Our major acceleration is in adoption of cloud communication platforms and growth in the personal collaboration device market. BYOD/Touchless/Temp Detection/IoT Based Solutions are few things which we are currently focussing on, and the AI Tool Algorithm in all our Application and Hardware made us deliver state of Art Hardware and Software Solutions.

### What are the challenges & roadblocks faced by your industry?

Global scarcity of Chipset in Telecom/IT hardware made short production and deliveries, and pandemic being a common distressing factor for each industry, we managed to perform decently as our products like Video Conferencing, WFH UC Platform,

Face Detection and Temp Detection SIP Event Generation as SOS on UC Platform made us grow vis-a-vis last year.

### Please tell us about your focus areas for the future.

As the hybrid culture is opening up and education institutes faced the brunt, we are focussing on educational segment/hospitals/defence/government, as all these segments look for solutions which are stable/work on Hybrid mode and provide a state of the Art Technology.

We are very clear that the right product, hunger for new solutions and value for money is the right blend of success and Cohesive Technologies will continue to work on the same.

### Please elaborate on the technologies on display at the expo.

- High End UC Platform: Hardware /Software and Cloud
- Surveillance Converged to UC Platform: VOD
- Access Control and Door Intercom Converged to UC Platform
- Video Collaboration Suite merged with UC Platform
- IoT based all Hardware and Solutions converged on UC Platform
- SIP Paging and Notification converged on UC Platform

## WE ARE FOCUSSING ON EDUCATIONAL, HOSPITALS, DEFENCE, GOVERNMENT, AS ALL THESE SEGMENTS LOOK FOR SOLUTIONS WHICH ARE STABLE/WORK ON HYBRID MODE AND PROVIDE STATE OF THE ART TECHNOLOGY







## EXHIBITOR CORNER

### CPI: Innovative, reliable technology solutions

**T**he Satcom Products group of Communications & Power Industries' (CPI's) Satcom & Medical Products (SMP) Division continues to innovate and grow even during these trying times. The COVID-19 pandemic has placed new emphasis on the importance of strong communications systems, and CPI has continued to work to introduce new communications products to the market. With the growth of LEO/MEO systems, combined with the expectation that the small satellite market will continue to thrive, ground-station hardware technology will continue to evolve to meet the needs of newer satellite systems. CPI's communications technology continues to advance to support newer bands, larger bandwidths and more efficient throughput.

In preparation for this future, CPI continues to expand its product offering in Ka-band. Featuring both solid-state products (GaAs as well as GaN) along with an industry-leading family of TWTA products, CPI's Ka-band portfolio of amplifiers and BUCs are the workhorse for the growing adoption of Ka-band applications all over the world. With thousands of Ka-band amplifiers already fielded, as well as significant advanced antenna and radome design and production capabilities, CPI continues to support existing and emerging Ka-band applications. These technology platforms are also a springboard for CPI's offering in Q-band, V-band and other higher frequency range products.

CPI SMP Satcom Products group offers a broad portfolio of RF Electronics products. This includes upconverters, down-converters, LNAs and LNBs, as well as a full line of solid-state amplifiers, including the ModuMax line of modular high-power solid-state amplifiers, now also available in GaN versions.

CPI SMP Satcom Products group continues to be the only amplifier manufacturer offering amplifiers in all three of the major amplifier technologies: solid state, TWT and klystron. CPI is an industry leader in the design and manufacture of satellite communications products, from power sources to amplifiers to antennas to radomes. In India, CPI has had a



### CPI'S COMMUNICATIONS TECH CONTINUES TO SUPPORT NEWER BANDS, LARGER BANDWIDTHS AND MORE EFFICIENT THROUGHPUT

direct presence for almost 40 years, and we offer in-country service centers to support our amplifier and communications products.

As a long-time supporter of Convergence India and the local satellite communications industry, CPI is proud to be exhibiting once again at the 29th Convergence India. As the supplier of choice for satellite communications customers in India and around the world, we look forward to a successful exhibition and continued growth for our business, our customers and the industry at large. We invite you to stop by and visit CPI at booth 5.105.

For more information on CPI's amplifiers and related services, please visit [cpil.com/satcom](http://cpil.com/satcom) or email us at [india@cpil.com](mailto:india@cpil.com). For more information about CPI's other satellite communications products, including antenna systems and radomes, please contact your local CPI sales office.

Communications & Power Industries is a global manufacturer of electronic components and subsystems focused primarily on communications, defense and medical markets. With a heritage of technological excellence that spans decades, CPI develops, manufactures and globally distributes innovative and reliable technology solutions used in the generation, amplification, transmission and reception of microwave signals for commercial and military applications. CPI serves customers in the communications, defense, medical, industrial and scientific markets.

## How to make parking more sustainable, smarter, or otherwise better?

### SPEAKER HIGHLIGHT



**Dr. Avleen Malhi**

Senior Lecturer -  
Data Science and  
AI, Bournemouth  
University

Over half of humankind, about 4000 million people, live in cities presently. Among which, 35% travel during rush hours looking for free parking spaces which are usually hard to find. The car users and the parking operators face following problems:

- **Users drive around randomly:** Car users spend excessive time searching for parking spaces in crowded cities. Finding cost-effective parking space or even just available space could be challenging and generally involve driving around in the city traffic for a long period of time. On average, U.S. drivers spend 17 hours per year searching for parking at a cost of \$345 per driver in wasted time, fuel and emissions contributing to \$72.7 billion searching for the elusive parking space in U.S.
- **No visibility to available parking spaces:** Drivers have no access to the available parking spaces due to lack of real-time information of parking spaces nearby in a convenient user interface.
- **Under-utilisation of parking:** Since nearby available parking spaces are not easily visible and accessible to the users, many of them lay vacant while users struggle in the immediate vicinity. Ironically, local zoning ordinances, building codes, and other development practices can result in an oversupply of parking spaces elsewhere.

Finding parking optimally is also necessary to regulate vehicle's flow in the cities and reduce atmospheric pollution.

In India, as in many other countries from East to South Asia, automobilism is rising faster than public infrastructure can manage it and policies of urban planning change slowly. Pricing and management of heavily crowded on-street parking in metropolies started getting more and more difficult and unorganized. On the other hand, off-street parking, especially for wealthy corporates is much better organised – and digitalised. Compared to

these extremes, there are public off-street car parks, and parking lots that are under-valued. Digitisation would make them more popular, which would ease the strain on over-crowded on-street parking. eParkly platform provides the digital solution to off-street parking.

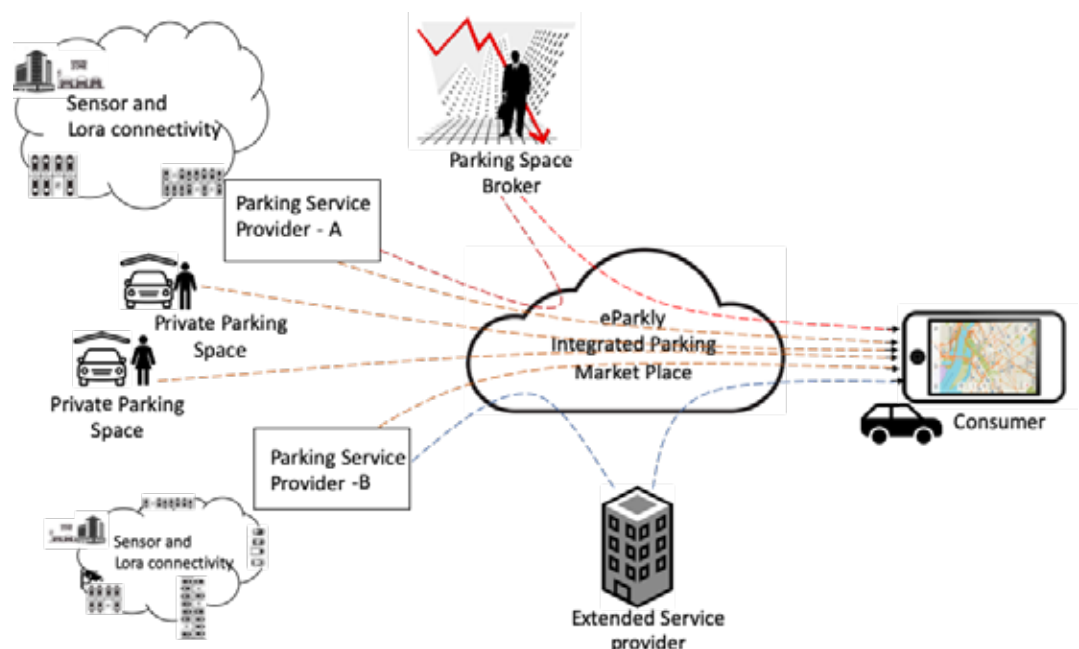
eParkly is a platform for providing a better parking experience to car drivers by real-time sensing of parking spaces and enabling demand-based marketplace among parking providers and individual parkers. Our solution provides demand-based marketplace for the professional parking operators, private space holders, and public parking authorities with pre-booking facility for the actual parking space and dynamic pricing and bidding algorithm, the latter being a rare in the market. The actual real-time price and accessibility info enables parkers to make more sustainable decisions than simply driving around crowded streets looking for non-existing on-street spaces.

Housing companies, businesses and individuals have vacant parking spaces that, when used effectively, could bring relief to parking, especially during weekdays and events. According to a city survey, 33% could consider renting their own parking space. We are providing the solution where we are creating the marketplace where all the private parking operators will be able to join and rent their parking spaces for the duration or time they want. The solution will facilitate the rental of parking spaces owned by condominiums,

companies and / or individuals, especially for short-term use.

Our solution provides a mobile application that gathers information about streetside parking lots, parking garages and private peer-rented parking spaces, and shows drivers the destination address of the nearest available parking space. The service provides information on different options, prices, occupancy, booking options as well as guide you to your selected parking space. The service is integrated with google maps for providing the navigation services to the drivers. The car users would be able to see free parking spaces nearby on eParkly platform where all the parking will be displayed on map and the users would then be able to choose a suitable parking space and navigate towards it. Such an effective parking system allows the driver to find free parking spaces in real time, pre-book them and drive hassle-free.

eParkly is based on a two-sided marketplace business model where parking spaces are traded with dynamic demand based pricing between buyers and suppliers. In the eParkly marketplace, the space suppliers are primarily the car park operators, who operate multiple parking facilities in several cities especially in shopping centres, corporate houses and housing facilities. The buyers here are private or public parking operators who provide parking services to their customers using out eParkly platform.





## INDUSTRY SPOTLIGHT

# Gantner - Changing environments - new requirements for modern workplaces

## Smart locker solutions ensure more flexibility and efficiency

Hybrid working, home office, and working at shared workstations are becoming more common and will be indispensable in the future. It is therefore important to create new forms and opportunities for collaboration in which employees feel safe and comfortable. For companies, this poses a great challenge, but at the same time serves as an enormous opportunity. With the right concepts, operators save on expensive office spaces, optimally use existing resources, and minimize the administrative effort while at the same time meeting the new demands of employees can be a challenging.

Changing mobility behavior and increased environmental awareness also requires innovative solutions in a constantly changing working world. All of this influences the way office environments are planned, operated, and managed today.

## Smart locker solutions for more flexibility and efficiency

With the new normal, the concept of permanent assigned desks have become blurry and employees work where the task or situation requires them to, smart locker systems are the basis for the new forms of collaboration. They enable the implementation of new usage concepts for workplaces, create space, and provide security. In addition, they are the linchpin for ensuring that existing resources, such as work areas and office space, are used optimally and costs are reduced as a result.

As a specialist for smart, electronic locker solutions, with more than 3 million locks already installed worldwide, the market leader, GANTNER, implements, optimizes and simplifies modern office workspaces with innovative, sustainable smart locker systems. The employee ID card or smartphone becomes a contactless key replacement - wherever cabinets, lockers, office furniture, value lockers, or mailboxes are used. The GANTNER smart locker system is the central element of modern office working environments.

The fact that GANTNER has the answer to future-oriented challenges for modern, and open office concepts is particularly evident from the fact that employees need secure storage space in the office. At the heart of this are electronic locker solutions in which employees can lock their work documents as well as personal belongings. The desks are empty again in the evening and available for every employee the next day. A modern,



electronic locker system offers the employee a bit of privacy, security, and comfort. The lockers can be permanently assigned to people or freely selectable, are managed conveniently via PC, and are operated easily and intuitively using a smartphone or employee ID card. Thanks to contactless technology, the smart locker solution from GANTNER is not only hygienic but also easy to clean and thus provides additional protection.

## Smart building

To keep the effort for operators as low as possible, GANTNER ensures that the complete smart locker system can be fully integrated into existing buildings or HR management systems. That way, it becomes part of the access control system or a workplace app, and employee data can be transferred directly from the HR software. The management of the locks are carried out from a central location and becomes a child's play and to avoid overlapping, the data is transmitted in real-time.

## Modern changing room lockers

Not only do the employees need secure storage space for their documents and personal belongings in the office, in modern working world, employees have facilities at their disposal to change and freshen up for work.

Further more, employees prefer having options to exercise during their breaks (e.g., go jogging) or cycle to the office. Modern smart changing room lockers, which can also be used with the employee ID card or smartphone, ensures that employees can change clothes comfortably and safely. It can be flexibly determined whether the lockers are permanently occupied, personally assigned, freely selectable, or can only be used for a certain period. And if a company is already using existing lockers,

they can also be easily and effortlessly retrofitted to a smart locker system. GANTNER has the right solution for any need.

## Smart logistics

Logistics represents a major challenge in modern, flexible office environments. The number of parcels are constantly increasing, and the associated delivery problems are a major issue, especially in an office environment without permanently assigned workstations. A secure, convenient, and easy-to-manage solution is a smart locker system in which parcels are deposited. GANTNER ensures that the entire process of notifying and tracking the collection is automated. This means that the delivery process is outsourced, and operators save valuable resources. At the same time, employers increase the service for employees, since the parcels can be picked up independently at any time, around the clock, using a smartphone, PIN code, or employee ID card. All the transactions are documented, and the supply chain can be traced at any time. The storage of internal packages, such as required IT equipment, ensures less personnel expenditure and simple delivery processes.

## Comprehensive solution

Modern working environments focus on relieving employees, conserving resources, reducing costs, and ultimately increasing safety. GANTNER, as part of the SALTO Group, has a comprehensive solution for this. The company draws on a global network with over 30 branches and around 1,300 employees. Thanks to SALTO's global leading position in the development and manufacture of first-class access control solutions, GANTNER offers an end-to-end, aligned system of innovative access control and unique smart locker solutions.



## PARTNER VOICES

## Namami Gange programme

In India, the Ganga River Basin is the largest river basin, covering around 26% of country's land area, hosting about 43% of India's population (around 520 million) and contributing 28% of India's water resources. The Government of India has brought in a long-term perspective with a proper institutional framework and created an integrated mission named National Mission for Clean Ganga as an implementing authority of the Namami Gange Program - a flagship program for holistic protection, conservation, and rejuvenation of the Ganga River. In 2015, the "Namami Gange"—Integrated Ganga Conservation Mission programme was launched with an indicative cost of 20,000 crores, as an umbrella programme with an aim to integrate previous and currently ongoing projects and new initiatives planned as its part.

The program comprises of four major

verticals namely 'Nirmal Ganga' with focus on pollution abatement, 'Aviral Ganga' with focus on ecology and flow of river Ganga, 'Jan Ganga' with aim of people river connect and 'Gyan Ganga' with focus on research, policy, and knowledge management. The programme successfully implemented sewerage infrastructure development for pollution abatement from residential and industrial sources and adopted innovative best practices i.e. Hybrid Annuity Model (HAM) and One City One Operator (OCOP) to bring the paradigm shift by focusing on holistic development of Ganga Basin.

The other initiatives include bio-diversity conservation, continuity of river flow, afforestation, and specialized R&D efforts

beside continuous monitoring of river quality through improved regulations of quality standards. The people engagement was promoted by associating people through volunteers' partners, known as Ganga Mitra, Pravasi Ganga Prahari, Ganga Doot and Ganga Prahari. The major public outreach activities conducted by NMCG include Ganga Utsav, Nadi Utsav, Ganga Quest, 6th India Water Impact Summit, rallies, campaigns, exhibitions, shram daan, cleanliness drives, competitions, and plantation drives.

A total of 366 projects have been sanctioned under Namami Gange programme at a cost of Rs. 30,923 crores. Against this, 187 projects have been completed and the remaining are at various stages of execution.



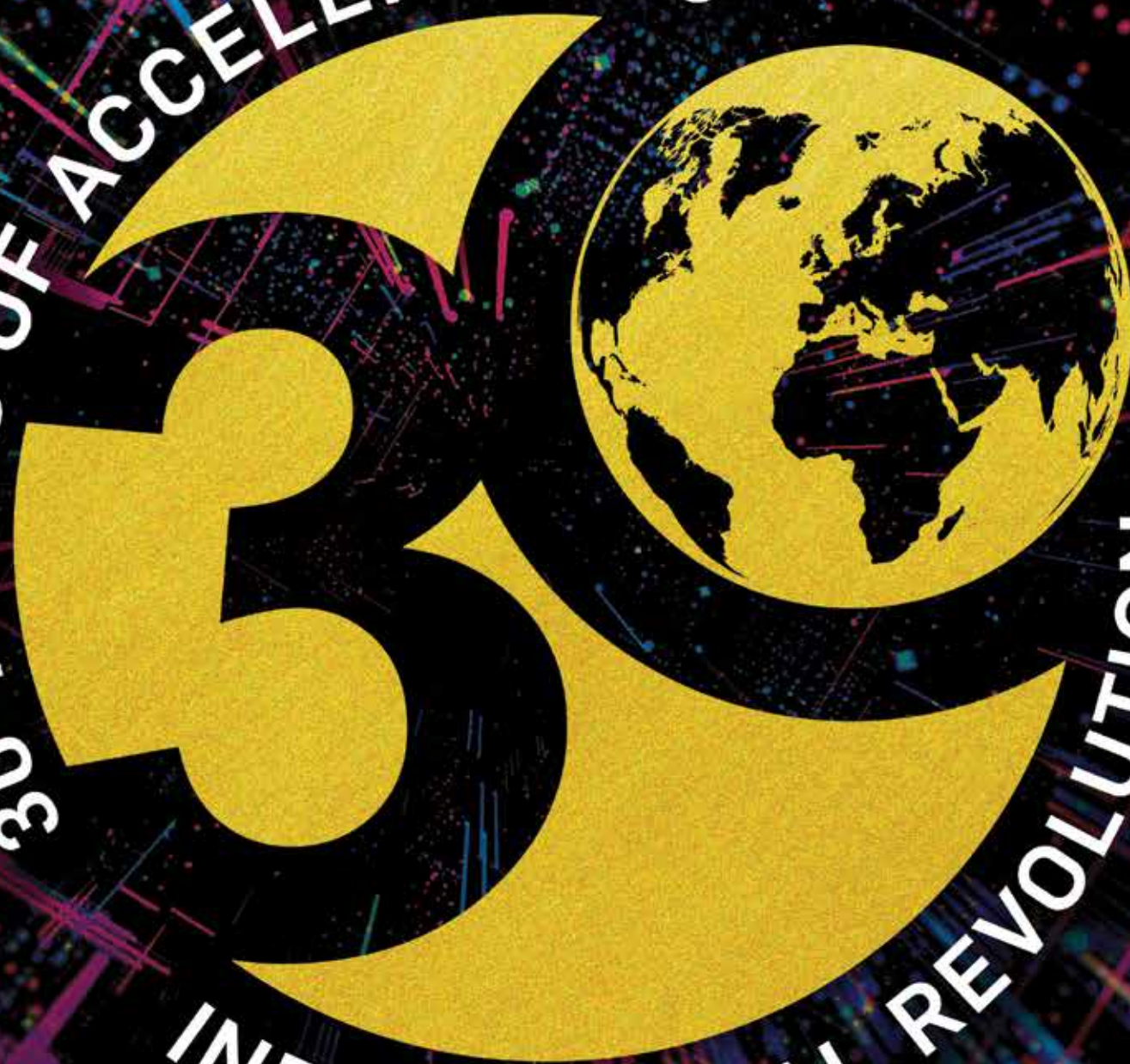
### Namami Gange: Strategic Areas of Intervention

Nirmal Ganga	Aviral Ganga	Jan Ganga	Gyan Ganga
<ul style="list-style-type: none"> <li>Sewerage infrastructure</li> <li>Industrial pollution</li> <li>Wastewater reuse and recycle</li> <li>Rural sanitation</li> <li>Solid waste management</li> </ul>	<ul style="list-style-type: none"> <li>Maintaining ecological flow</li> <li>Wetland mapping and conservation</li> <li>Floodplain management</li> <li>Sustainable agriculture</li> <li>Afforestation and biodiversity conservation</li> <li>Small river rejuvenation</li> </ul>	<ul style="list-style-type: none"> <li>Riverfront, ghats and crematoria</li> <li>Community engagement</li> <li>Ganga Run</li> <li>Ganga Utsav</li> <li>Ganga Quest</li> <li>Ganga <u>Amantram</u></li> </ul>	<ul style="list-style-type: none"> <li>Water quality monitoring</li> <li>High resolution mapping of Ganga stretch</li> <li>Microbial diversity</li> <li>Aquifer mapping &amp; spring rejuvenation</li> <li>Cultural mapping &amp; climate scenario mapping</li> <li>River Cities Alliance</li> </ul>





30 YEARS OF ACCELERATING



INDIA'S DIGITAL REVOLUTION

**27-29 MARCH 2023**

Pragati Maidan, New Delhi





**IPACCT**  
SUPPORT Pvt. Ltd.

## Management and accounting of IP traffic

### COMPANY SNAPSHOT



**Boian Bonev**  
CEO, IPACCT Support  
Pvt. Ltd

PACCT development emerges in the early 2000 with the first commercial neighborhood LAN networks in Sofia. Growing together with the networks progressively qualifying on the increasing demand for more features and scalability. IPACCT presents itself as an out-of-the box solution for ISP management in January 2003. In the end of the first year on the market IPACCT is used on more than 50 servers with tens of thousands of subscribers.

### Mission, goals and vision:

An end-to-end solution that can cater to the complete backend needs of an ISP be it CRM, NAS, Billing or Logging. These lightweight

modules can be installed either on one hardware or based on the ISP's network needs, on separate physical hardware per module. The system can be used either as a central solution providing AAA services to all customers from the NOC or as a client-server model wherein the NAS component is installed at the edge thus making it suitable to support virtually unlimited subscribers by segmenting the ISP network into Core, Aggregation and Access layers.

### New innovations undertaken/implemented by the company

New features: Full web-based management,

access levels, installation of ATA flash + hard drive, easier client-service-group connection, advanced search engine, connection between the transmission network and restart devices, built-in NAT, built-in PPPoE support, integration with DOCSIS CMTS hubs from Motorola, Arris, Riverstone and Cisco UBR, automatic updating of network lists, integration with payment system and others.



**AN END-TO-END SOLUTION THAT CAN CATER TO THE COMPLETE BACKEND NEEDS OF AN ISP - CRM, NAS, BILLING OR LOGGING. THESE LIGHTWEIGHT MODULES CAN BE INSTALLED BASED ON THE ISP'S NETWORK NEEDS**



## World class solutions for connected TV devices

### CXO SPEAKES



**Mr. Sarvesh Kumar**

Director pre-sales and business development, iWedia S. A.

### Tell us about the philosophy and vision of the company.

iWedia is at the service of operators to support them in integrating complex TV services to deliver the best customer experience. Many operators are now exploring retail channels and our white-label UI offering can facilitate this move. iWedia provides bespoke and entirely customisable UI and UX with minimum effort for the customer, through a framework that supports any video device – be that Android TV, Linux, iOS, web browsers, or smart TVs. Our mission is to deliver high-quality digital TV products and engineering services while placing our customers first, acting as part of their team and building relationships based on mutual trust.

### What are the new innovations being developed by the company?

For service providers, addressable advertising provides both an opportunity and a set of significant technical and commercial challenges. While telcos have the ambition to sell targeted advertising, in many cases they have limited expertise on how to manage ad inventory or who to sell it to at what price. Knowing this, we have developed our own targeted ad insertion solution that helps service providers overcome these challenges. iWedia itself acts as a system integrator, with expertise in simplifying ad insertion and playback at the client player end, including managing a smooth transition between content and advertising.

### How have you adapted to the changes brought about by the pandemic?

The lack of travel has been a challenge, with iWedia only having a small window to have face-to-face customer meetings. Despite this, iWedia has been able to deliver key new strategic projects to its existing customers all over the world, but also has engaged on very exciting projects with new customers. We are optimistic

and looking forward to seeing what this year shall bring.

### What are challenges & roadblocks faced by your industry?

Throughout the pandemic, the overall TV content consumption has increased significantly, especially with the advent of various new OTT applications. The average user is bombarded with content offerings and likely to spend more time searching and browsing through available content than actually watching something. Therefore, service operators are looking into additional revenue streams and subscriber acquisition opportunities. The changing audience's behaviour and ever-growing content offer are at the forefront of our minds and will guide how the TV industry evolves.

### Please tell us about your focus areas for the future.

Looking ahead, the arrival of new codecs does not worry us as we spent a long time developing a multitude of abstraction layers so that our products can remain effectively agnostic to the encoding. This also applies to changes in the silicon footprint of devices, supporting chips and operating systems across the board. Our focus will be on continuing to support telco operators with our world-class software as they enrich

their product portfolio and introduce additional revenue streams such as targeted advertising. Alongside this, iWedia shall continue to evolve its multi-screen UI/UX solution to fit new customer demands, allowing operators to offer the best possible user experience.

### Are there any modifications in the regulatory framework that you would advocate for?

iWedia remains agnostic to the regulatory framework without any specific modifications.

### Please elaborate on the technologies on display at the expo.

During the Convergence India 2022 expo, iWedia will demonstrate some of its products that are relevant to service operators, telcos and broadcasters. With its market-proven products deployed in more than 55 million devices, iWedia is confident that it can help the Indian market perfect its solutions as a key vendor within the digital TV ecosystem. Visitors will be able to discover the benefits of working with iWedia by learning more about products such as the multiscreen UI/UX solution and Media Player as well as finding out about our work with a Tier-1 Indian operator.

### What can we expect from iWedia in the times to come?

iWedia is focused on providing high-quality products and services to our existing customers, as well as helping new customers identify how they can improve their business and subscriber base with the right high-quality solutions.

## THE AVERAGE USER IS BOMBARDED WITH CONTENT AND IS LIKELY TO SPEND MORE TIME BROWSING THAN ACTUALLY WATCHING SOMETHING



## INDUSTRY SPOTLIGHT

# Mean time to restore - isn't that the game changer?

**B**reak downs will happen – can not be wished away – there are and will be hundreds of reasons for these.

What can be done is that the time taken to get back to normal, to get back to up and alive- can be improved phenomenally.

We are talking of replacing the mechanical Locking Systems of outdoor Enclosures and Cabinets in all Utilities networks by Digital Locking Systems – with the digital options- a Bluetooth Enabled Locking System.

Surveillance and Security Infrastructure Networks typically deploy "Outdoor Cabinets/ Enclosures" for housing various assets like Power Supplies; Power Storage devices like Batteries; UPS etc.; Fibre Optic Termination Components; Copper cable termination components; Telecom switches and miscellaneous other critical elements.

Senior level executives at infrastructure companies have shared their unpleasant experiences and expressed their keen desire to find solutions to the following issues that they face which result in heavy cost over-runs and struggle in keeping up the agreed service level agreements (SLAs) with their respective customers.

- The Out-Door Cabinets have mechanical locks and hence mechanical keys. These Keys are so easily prone be duplicated that its like having No Locks at all on the cabinet doors.
- The mechanical keys require physical engagement with the lock – means if the "Technician – A" reaches the site of repair and the keys are with "Technician – B"- the site will remain under shut-down and unserved till the keys physically reach the required Site.
- Now because the keys can be duplicated easily – the outdoor cabinets are prone to vandalism and theft. The crucial equipments that gets stolen were required to provide all the safety and surveillance to make our societies prosper.
- The large number of sites in the network are far away from each other and the Service provider needs to hire multiple admins to oversee management of lakhs of keys.
- There is no Dash Board kind of log maintenance as to who opened the cabinet, when and how many times or how

many times some one tried to make an unauthorised access.

### Benefits Offered by Digital Locks (with Bluetooth Access) against mechanical Locks

Now, because Digital Locks with Blue Tooth Access Systems can be remotely controlled it offers the following immensely useful benefits:

- Prevents unauthorized and unscheduled Access to the assets housed in outdoor Cabinets/Enclosures
- Through One single Remote Admin, the technician can be given one time or multiple times access to the lock. This permission can be remotely given and can be remotely denied.
- That brings in highly enhanced efficiency and location based access to the concerned Technicians/staff present at work.
- Transparent and Complete picture of operations through Remote Monitoring.
- Total freedom from pains of lost keys, etc
- Data Analysis from the App thus facilitating wiser Decision making.
- Live Monitoring of health of Cabinets if desired as to temperature/humidity/any other parameters.

Let me introduce ourselves as Manifold e-Connect Ltd. who are an established and reputed Manufacturing company based out of Manesar, Haryana, India. We specialize in manufacturing of Optical Fiber Cable Management & Termination Accessories like

FODP, FMS / LIU, Joint Closures; Outdoor & Battery Cabinets – upto IP68 ; Ground / Wall Mount Telecom racks, Networking racks, Server Racks, Telecom Shelters.

We have been in this business since 1995 with a rich experience of 27 years. We have grown year after year through Customer delight who have reposed confidence in us by giving repeat orders. Our factories are well equipped with all the Machineries required for producing the highest quality of the Solutions mentioned above.

Our Customers have been exporting our Products such as Aerial OF Cable Accessories, Wall Mount Racks, LIU's, etc. As and when required we also serve customized Solutions for our Customers.

### The List for our products going into OFC network is as follows

- 1) Splice Closures/ Joint Closures for Optical Fiber Cable ( Underground as well as Aerial
- 2) OFC Termination cabinets (At Exchange /At Outdoors / Street Cabinets etc )
- 3) Networking racks and Server racks (Various sizes and Form Factors) .
- 4) Pole Fixtures for Aerial OFC cables (Helix Type and Wedge Type)
- 5) Spare Cable Boxes for various shapes and sizes for storing and managing the extra length
- 6) Pig Tails and Patch Chords and the list goes on:

Considering the Problems faced by our Customers during the Project Execution and its Maintenance, we have recently developed Products such as Bluetooth based Access Control System 'ManiBlac' and a real time based monitored & controlled ManHole Cover 'ManiCrypt'

For more details and our Product Catalogues & Datasheets please write to us on [rp@manifoldindia.com](mailto:rp@manifoldindia.com) or [niraj.kumar@manifoldindia.com](mailto:niraj.kumar@manifoldindia.com) or [mk@manifoldindia.com](mailto:mk@manifoldindia.com) Or check us out on [www.manifoldindia.com](http://www.manifoldindia.com)





## Customer experience beyond connectivity

### CXO SPEAKES



**Mr. Hari Ramchandran**  
Chief Engineer,  
Melody Innovations  
Pvt Ltd

### Tell us about the philosophy and vision of the company.

The vision has been to emerge as the first Made in India, full-stack IoT product and solution. While we have a generic platform and product stack, Melody firmly believes that every customer has a specific set of unique problems that demand customised solutions. We believe in understanding the requirements and providing customised solutions for our customers, in the process making our solutions and products more robust, future proofing business solutions.

### What are the new innovations being developed by the company?

Melody is focussed on an array of IoT solutions spreading across Industrial IoT, Mobility and Transportation, Integrated Agriculture, AI & ML based IoT solutions.

### How have you adapted to the changes brought about by the pandemic?

While the pandemic has had a great impact on most businesses, Melody is a pandemic company (founded in December 2020). We have used the time to strengthen our platform, connectivity solutions and deliver proof of concept to a lot of customers across multiple domains. We have also managed to successfully deliver commercial solutions to some of our customers.

### What are the challenges & roadblocks faced by your industry?

The challenge that industry faces today is the mental roadblock of what would be the benefit of a system, and a horse's vision on a small scope of the first discussion on what these solutions can deliver for their business. IoT for any business in isolation can deliver only a certain value, but on a larger canvas of any business operations AI/ML based IoT solutions can deliver a lot of value, and in some ways

have a positive impact on the efficiency and effectiveness of business operations.

### Please tell us about your focus areas for the future.

AI/ML based components are the future of IoT solutions. As additional data comes through these systems, we can use AI/ML based data handling that can make our systems more advanced is the natural progression.

### Are there any modifications in the regulatory framework that you would advocate for?

The regulatory framework today is still at its nascent stages, and more promotions of using India-made solutions for all small and large organisations will help in promoting Indian start-ups in a big way.

### Please elaborate on the technologies on display at the expo.

We present our product portfolio which includes

- System on Module: In house-built system-on-module for various industrial applications.
- Melody Gateway Device: An Industrial IoT gateway
- Melody Mesh: A robust wireless RF mesh technology using which devices can communicate securely.
- Melody Edge Device: A small form factor device for sensor applications which can connect to the Melody gateway over a mesh network.
- Melody Platform: A distributed and scalable IoT cloud platform which enables us to build customised solutions in a rapid way.

### What can we expect from Melody in the times to come?

For the times to come, Melody has a very interesting term ahead for the IoT solutions space, as customers understand the value it brings to their businesses and daily operations.

## MELODY INNOVATIONS IS A NEW AGE BOOT-STRAPPED IOT PRODUCT AND SOLUTIONS THAT IS FOCUSED ON BUSINESS VALUE-BASED SOLUTIONS WITH OUR IN-HOUSE PRODUCTS AND IOT PLATFORM FOR DIVERSE BUSINESS NEEDS



## IN CONVERSATION



**Keshav Bansal**  
Director, Intex  
Technologies (India) Ltd

**W**e, at Intex Technologies (India) Ltd., are proud to be one of the leading consumer electronics brands that is exhibiting at the Mobile India 2022 Expo being held from March 23-25, 2022 at Pragati Maidan, New Delhi.

### Tell us about the philosophy and vision of the company.

Intex Technologies (India) Ltd. was founded by Mr Narendra Bansal in 1996 with a paltry amount of INR 20,000 with just one product i.e. Ethernet Cards. Today, Intex is amongst one of the largest Indian companies in the sectors like Smart LED TVs, Smart Accessories, Large Home Appliances, Home Audio, Mobile Phones, and Medical Devices. The vision of Intex is to make the brand a globally respected name and improve the quality of life of the people. Intex prides itself on bringing smart yet affordable technology, coupled with style & flamboyance to the hands of every Indian. The objective of Intex is to give people easy access to the latest connected technology and smart value products, make it big as a smart lifestyle brand, and change its ways constantly around the changing consumer needs.

### What are the innovations being developed by the company?

The company constantly seeks to improve itself and bring out the latest innovations with their products. In our Smart Accessories segment, we are in the process of patenting our technologies that are being used in our smart watches, TWS, and Bluetooth neckbands. The Vision Glass Display on our smart watches provides a burst of ultra-vivid colours and doesn't strain your eyes any time when you look towards a watch screen. The SWAP (Seamless Wake and Pair) Technology on our Air Studs (TWS) allows you to instantly pair your TWS as soon as you take it out from its case. The Electro Charge Technology allows you to charge your neckbands at a rapid speed. You get a good playtime from your neckbands by charging it for just 10 minutes. We, at Intex, are always on the lookout for technologies that can simplify the lives of its customers and these innovations are an attempt at that.

### How have you adapted to the changes brought about by the pandemic?

I am sure we can safely say that the pandemic has brought about a sea change in the way businesses are being conducted. From the kinds of products we operate in to the way we do our business has changed drastically. With the pandemic, people are becoming very careful with their health and in trying to stay ahead and updated, and smart wearables as a sector is gaining immense popularity. We are constantly investing in this sector and are expanding our FitRist Smart watch series with entry-level as well as premium products with a host of health and activity trackers. With work-from-home now becoming a norm, we are bringing out newer products in the categories of neckbands, TWS, and Bluetooth audio devices to make people's lives simpler and easier. We operate online through our own e-commerce website, [www.intex.in](http://www.intex.in) and have our own stores on Amazon and Flipkart. We have increased our online presence through lucrative and exciting deals & offerings on our e-commerce platform.

### What are the challenges & roadblocks faced by your industry?

This sector demands that we change at a rapid pace so that we are up-to-date with the new technology that is being developed. The market is growing and every 6 months there is a new technology that comes up which gains immediate popularity. Intex is overcoming this roadblock by pulling the reins over the innovations and investing in various technologies like our Vision Glass Display, SWAP (Seamless Wake and Pair) Technology, and the Electro Charge Technology. There is a worldwide shortage of smart chips which is leading to an erratic and irregular supply chain. There is also a considerable increase in prices of electronic components on a global level that is significantly impacting our margins. We are consistently investing in technologies that will help bring the best and latest products to every household.

### Please tell us about your focus areas for the future?

It is very clear by looking at the current trends that smart accessories are the future of this industry. Intex plans to focus heavily on the smart wearables and smart accessories in the near future to make Intex the preferred brand. We plan to make sure that our products have the latest innovations that would enable our customers to walk hand-in-hand with ever-growing innovations in the industry. Connected devices are the future and we have been investing in the same. We aim to create an eco-system of connected devices that will make a consumer's life easy and add value to it.

### Are there any modifications in the regulatory framework that you would advocate for?

The implementation of the GST policy was a well thought decision and has made a huge positive

impact in the way we organize our business. It has helped us organize the offline retail market which has made our customer service deliverables much more effective and profitable.

### Please elaborate on the technologies on display at the expo.

At the Mobile India 2022 Expo, we are showcasing our premium smart accessories. Intex is proud to be able to exhibit some unique and top-of-the-class products this year. We are here with our FitRist smart watch series, our top-of-line True Wireless Stereo (TWS) audio devices, Bluetooth neckbands, and BT speakers.

The FitRist series of the smart watches have multiple health and activity trackers to make sure you stay updated on your health, have a solid battery backup of over 7 days, guided breathing, menstrual cycle trackers, and over 13 sports modes to track all your activities effortlessly. The FitRist series of smart watches have something for everyone and can be a great partner in your health tracking. The smart watches have an in-built AI assistant and can be used for smart calling with an in-built mic and speaker. It can be paired with two smartphones at once and can be used to answer calls seamlessly.

Our TWS are equipped with the SWAP (Seamless Wake and Pair) technology that allows you to instantly pair your TWS with your smart audio devices and enjoy your music uninterrupted. The TWS are equipped with a bigger battery to give you longer hours of playback time.

Our neckbands have the latest Electro Charge Technology to make sure that you enjoy longer hours of playback with quick charging. The bands are lightweight, flexible, and also have a host of superb features like camera control. The neckbands are equipped with Dual Connectivity technology.

Our BT speakers are top-of-line and their sound output is classy and amazing. These have Bluetooth v5.1 and the dynamic bass drivers make sure you enjoy great sound quality. These come in amazing colours to complement your surroundings. These have different ranges of IPx Water Resistance and are also equipped with a mic for handsfree calling.

### What can we expect from Intex Technologies in the times to come?

Intex Technologies is focused on smart wearables and smart accessories and to stay updated with the latest technological advancements in these fields. We aim to bring smart devices that will be an asset in the future with technology that connects your audio devices or your LED TVs with your smart wearables. We aim to make sure that our customers walk hand-in-hand with ever-growing innovations in the industry. We are constantly innovating and keeping our product line modernized enough to make sure that there is no lag.



## Leveraging Solutions, Technologies and Ideologies for a better tomorrow

### SPEAKER HIGHLIGHT



**Rahul Singh Rajpoot**  
Chief Executive  
Officer Sagar Smart  
City Limited

Sagar is a city in the state of Madhya Pradesh in central India. Situated on a spur of the Vindhya Range, Sagar is well known for Dr. Hari Singh Gour Central University and its beautiful Lakha Banjara Lake, which is the life-line of the people of Sagar. Once during the visit of our Ex-Prime Minister Late Pt Shri Jawahar Lal Nehru, he termed Sagar as the Switzerland of Madhya Pradesh seeing the scenic beauty of Sagar during monsoon. Sagar has been selected as one of the hundred Indian cities to be developed as a smart city under Prime Minister Narendra Modi's flagship Smart Cities Mission and listed top safest city of India.

Sagar Smart city is an urban area that uses a range of digital technologies to enrich residents' lives, improve infrastructure, modernize government services, enhance accessibility, drive sustainability, and accelerate economic development. A combination of solutions is devised to; protect and connect with residents and businesses, Improve accessibility for all people in the community, Support businesses and promote economic growth, Share information with the public, Streamline government operations, Deliver user-friendly community services, Provide reliable, intelligent infrastructure, Drive environmental sustainability, Promote cross-agency collaboration, Upgrade public transportation, avoid wastage of resources, Collect and analyse data to get valuable insights.

Using the latest digital solutions Sagar Smart City has gained a comprehensive view of all city operations, infrastructure, and services. This allows city us to predict potential issues, quickly overcome challenges, and improve outcomes. It all comes together to uplift practises for the urban area's residents, visitors, and businesses—and build a brighter future for Sagar.

As the citizens of Sagar are moving immensely towards urbanization, the trend of using technology in almost all facets of life is in great progress. Populations as is continuously growing

and will continue to grow in near future, Sagar is facing greater demands and more complex challenges than ever before.

Additionally, in today's increasingly digital world, people have come to expect fast, user-friendly experiences and information at their fingertips. In this environment, we as administrators and our teams are under intense pressure to provide quick, effective, and cost-efficient services to residents and businesses.

In addition to these demands, municipalities still have a responsibility to keep residents safe, deliver critical services, improve quality of life, and support economic growth. Perhaps most importantly, we are keen to support the infrastructure that makes their city run—water, electricity, roadways and bridges, traffic lights, public transportation, and more.

To meet the ever-increasing needs of residents and businesses, we at Sagar are accelerating digital transformation to provide connected, secure, and reliable services.

### Technologies levered for a better tomorrow...

Residents, businesses, and government agencies here in Sagar enjoy a range of valuable benefits—from enhanced safety and more accessible public transportation to lower carbon emissions, citizen participation and stronger economic growth.

The major focus areas developed by us having potential for a brighter future are

### SAGAR AS A SAFE CITY....NIRBHAYA SAGAR MOBILE APPLICATION

*"Wherever you find a great man, you will find a great mother or a great wife standing behind him—or so they used to say. It would be interesting to know how many great women have had great fathers and husbands behind them."*

**Dorothy L. Sayers**

Sagar Smart City has developed a mobile application which ensures safety and security



**Come Together  
Make Our City Smart**

of women in the city the "Nirbhaya Sagar Mobile App". The mobile app contains several features which enables a women to feel safe and secure even when she is not at home.

For developing mobile application Sagar has also been awarded with the Safe City Award in 6th Smart Cities India awards held at Pragati Maidan New Delhi

### SAGAR AS A CLEAN CITY- SOLID WASTE MANAGEMENT

Technology doesn't just improve the lives of residents—it also allows us to streamline operations. Departments at Sagar Smart City have access to modern digital infrastructure that allows them to share data, tap into real-time insights, and promote cross-agency collaboration. This enables us to increase productivity, empower employees, and enhance citizen services.

We have dedicated garbage collection vehicles for all the 48 wards across the city, the vehicles collect garbage from all the households on daily basis which is monitored from the Integrated Control and Command Centre established at Sagar Smart City. This initiative has proved to be fruitful in maintaining cleanliness around the city.

### SAGAR TOWARDS ENVIRONMENTAL SUSTAINABILITY

Because sustainability has become a top priority for us we are searching for technologies to help us their carbon footprint and lessen our environmental impact. We are tapping into digital solutions to boost our energy efficiency, promote sustainable water practices, and measure and reduce our carbon emissions.

To cater to this we have the Air Quality Indices on the VMS boards displayed at various locations of the city. We have also developed parks in all the 48 wards of the city and also committed to transform Sagar into an Ecologically Balanced city with all the technological advancements imbibed in it.

As we all know urban areas have always been critical hubs for trade and commerce. Today, we at Sagar are accelerating economic growth by investing in intelligent technologies. Businesses are drawn towards us as we deliver better communication systems, enhanced mobility, reliable infrastructure, easy-to-use services, and larger pools of potential customers and employees. Plus, we provide access to valuable customer data and insights, allowing businesses to make more informed, strategic decisions.

## PRODUCT HIGHLIGHTS

# ST Engineering iDirect is now your key to IoT

**B**y 2025, it is projected that there will be 75 billion IoT devices globally. It's a huge prospect and we're only just scratching the surface of its potential. The integration of devices across homes, businesses and industry is going to be completely transformative. For India, in particular, the advancement of IoT will be driven by rising adoption of affordable devices and increased internet penetration. This will be coupled with government initiatives that will make good use of IoT including the development of Smart Cities, not to mention the enhancement of living standards and the use of IoT in markets such as agriculture and manufacturing.

The IoT market is experiencing exponential growth as a result of the rush to digitalize and the promise of 5G, but the stars for IoT are also aligning in terms of the advancements that are being made in sensor technologies and Big Data management.

It's important to note that a fully realized IoT ecosystem will require more than one type of connectivity. The growing number of different IoT applications use a diversity of data types, capacity bandwidth, latency and speed requirements and there are additional nuances for each application served. Within this spectrum of possibilities and unique needs, satellite plays a critical role, filling gaps that no other technology is properly equipped to handle.

Satellite has no boundaries. It can be deployed anywhere and is up and running rapidly. Whether it's a fixed or mobile asset, it provides a reliable solution. Adopters of Satellite IoT are looking for affordable, ultra-reliable, low latency connectivity with greater transparency and ease of operations. Therefore, Service Providers require networks that are easy to plan, install and operate with terminals that are low-cost and rapidly deployed for fast revenue generation and OPEX reduction.

### The market opportunity

Transportation, which includes land, rail, maritime and aero, is by far the largest satellite IoT vertical due to satellite's reach, reliability, and added security benefits. Cargo and asset tracking management applications are the greatest drivers, due to the growing number of sensors and terminals combined with the associated analytics and insights. IoT

provides a highly effective solution for asset tracking, fleet management, telematics and analysis of the mobile workforce.

### IoT Energy

In the Oil and Gas sector, the use cases for IoT are numerous. Use cases include SCADA pipeline monitoring, equipment telematics, predictive and preventative maintenance and beyond line of sight monitoring for pipeline inspections. For the Energy sector, IoT provides continuous monitoring of electricity distribution networks for voltage fluctuations, outages and peaks in service demand. This also applies to water networks, in terms of flow and pressure. IoT can also replace the need for on-site technicians for advanced meter reading, track assets and offer drone beyond line of sight for power line inspection.

In Mining, IoT provides asset tracking of trucks, trailers and heavy equipment, site operations including safety and security and drone beyond line of sight for inspection purposes.

Construction is another sector that holds big potential for satellite IoT. It is used for asset tracking offering intelligence on engine hours, mileage report alerts, fuel consumption and location. On construction sites it gives important insight into operations, most notably safety and critical area monitoring as well as to track progress and security on site. Again, drone line of sight use applications enable easy inspection or survey.

As demand for sustainable farming practices increases, Agriculture, namely precision farming, is becoming increasingly popular. Satellite IoT has an integral role to play here to help analyze different aspects of the farm such as soil, harvest and crop management, fertilizer monitoring and, greenhouse and open field management. Important environmental factors such as rainfall, temperature, wind speed, CO<sub>2</sub>, power production and consumption of solar panels can be closely watched.

Another exciting development has been the application of IoT for monitoring and prediction and early identification of natural disasters, as well as to aid rescue efforts. Currently, the vast majority of disaster management is reactive. While predictive management is in its infancy, there is a great need for early warning, prevention and mitigation systems and solutions that can aid rescue workers. Applications include, tsunami warnings, flooding and wildfire prediction and prevention of collapse of critical infrastructure.

### ST Engineering iDirect is now Your Key to IoT

ST Engineering iDirect has launched a range of flexible IoT Solutions to supplement our highly successful platforms and to ease the entry of service providers into the IoT market by reducing the upfront capital investments and operational complexity, usually required to launch an IoT platform and service. Our IoT Solution provides customers with a complete connectivity solution that's built on a flexible service enablement platform paired with IoT-as-a-service options for fixed and mobile IoT environments.

To find out more, visit our booth #5.205 at Convergence India and go to [www.idirect.net](http://www.idirect.net) for further information.







## EXHIBITOR CORNER

# SyRotech - Networking the world with fibre optics

**S**yRotech, a Brand of GOIP Global Services Pvt Ltd, is a leading technological enterprise which specializes in design, development and manufacturing of Fiber Product, Datacom, Networking, Security and Entrance products.

With a proven heritage of performance, reliability and values, GOIP established its own brand 'SyRotech' and commenced manufacturing of Optical Transceivers and Fiber Patch Cords which proved to be a breakthrough into the glorious world of Fiber optics. Recently, GoIP has inaugurated a state-of-the-art manufacturing facility in Noida under #MakeinIndia scheme for mass production of Active PON products.

The vision of our Chairman, Mr. Anil Mittal to build a Global brand in India has finally started shaping up. Considering our PM's vision of "आत्मनिर्भर भारत" he aims to further add up new manufacturing plants and initiate software development projects to design & develop complete indigenous products. He firmly believes in employing

Indians, supporting Indian suppliers, and developing products that meet Indian standards and visions to incorporate 5000+ employment opportunities.

Backed up by a strong support of 1000+ highly skilled R&D and production team, "SyRotech" is now an accomplished brand in Optical Networking domain, addressing complete end to end requirement in FTTH over both GPON & GEAPON technology. Starting from OLT & EDFA deployed at Head-End to wide range of client-end deployed ONT providing Data (Wi-Fi), Voice and Video Services. Also, we cover complete products for transport layer in FTTH & Security Surveillance like Media Converters, Fiber



Cables, LIU, Splitter, Splitter Box, Attenuators, Adaptors CCTV cameras, Biometric machines, home automation and smart entrance security products. Our 100G QSFP28, 40G QSFP 25G, SFP+ optical transceivers along with the full range DAC and AOC solutions, Multi-Mode Fiber Management System offers a significant personality of low power and high level compatibility.

Our Products deployed in Major Networks like ISPs, MSO, Telcos and over Millions of FTTH devices deployed in their network. Our products are ISO 9001:2015 and 14001:2015 certified and meet all industry MSA standards, BIS, FCC, CE, WEE and ROHS standards.

**BACKED UP BY A STRONG SUPPORT OF 1000+ HIGHLY SKILLED R&D AND PRODUCTION TEAM, "SYROTECH" IS NOW AN ACCOMPLISHED BRAND IN THE OPTICAL NETWORKING DOMAIN**

## Exploring 'Smart' opportunities with Taiwan

### EDITORIAL



**Dr. Chen Yu Lee**  
CEO, International Cooperation Center of Taipei Computer Association

**T**he Taipei Computer Association (TCA), which is a prominent trade association and think-tank to the government in Taiwan, has over 4000 corporate members including household names like ASUS, HTC, Advantech, TSMC, and many more. We have a liaison office in Bangalore as our local point-of-contact, giving us faster promotional channels in India, and a local reach.

In 2021, the International Cooperation Center (ICC) of TCA was established with the mission of boosting international collaboration among smart industry and Startup. Dr. Chen-Yu Lee, the CEO of ICC, is considered to be one of the experts, who is able to provide professional analysis and strategic advice service to both smart city and ICT industry development in Taiwan. He vigorously led a team to assist Taipei City Government with diverse smart city projects, including top-down policy and bottom-up PoC (Proof of Concept) projects.

ICC is dedicated in promoting and facilitating cross industry cooperation between Taiwan and overseas bodies by leveraging efficient resources and platforms such as GO SMART, Startup Terrace and Smart Taipei from TCA.

### GO SMART

GO SMART, an international community of smart cities initiated by Taipei City and run by TCA, is promoting collaboration between smart cities through Inter-City PoCs by connecting and facilitating knowledge communication between governments and industry stakeholders across the globe. By joining GO SMART, public and private sectors from smart cities across the world can break the geographical barrier, integrate more information, resources and momentum, and also generate more opportunities from collaboration with other cities or industries

among members.

GO SMART has started holding the annual competition, GO SMART Award (GSA) since 2019, recognizing innovative smart city collaboration contributed by industry, government and academia from all over the world. It aims to highlight the success of teamwork through collaboration, especially for the teams that demonstrated diversity with stakeholders' engagement from different domains, which will be aired live on YouTube. This year, the GSA 2022 will be held on the 23rd of March in Taipei, which will also be aired live on YouTube.

### Startup Terrace

A major international startup hub in Taiwan, namely Startup Terrace, was established at the site of the former Universiade Athlete's Village in Linkou, New Taipei City. Startup Terrace gathers excellent startups, international mentors, accelerators, and financial and legal counsel. It also brings together multiple startup-related activities in order to create a startup ecosystem so as to promote international recognition of Taiwan's startup industry.

With Covid19 restriction on international travel, Startup Terrace has come up with the Virtual Landing Program (VLP). With Taiwan Startup Ecosystem Overview, matchmaking, consulting and mentoring, participants can not only meet potentials at Taiwan before landing but also get a chance to be residents. Once the restrictions are lifted, Startup Terrace invites all the international startup partners to participate in Soft Landing Program (SLP) which includes one-month free co-working space

and accommodation, as well as mentoring, matchmaking and consulting to help companies find potential partners in Taiwan.

### Smart Taipei

In order to develop Taipei as a sustainable and livable city the Department of Information Technology (DOIT), Taipei City Government established the "Taipei Smart City Project Management Office (TPMO)" in 2016. It aims to develop and guide Taipei's smart city initiative. Beginning in 2020, Taipei City Government has "7" smart fields. The framework consists of smart buildings, smart transportation, smart education, smart health, smart environment, smart security and smart economy, which form the core of smart government. The liaisons from TPMO serve as the executive secretaries in each steering group to assist in the implementation of PoC projects. Their mission is to work with the city departments and to meet the requirements of inventory departments, so that they can identify innovative solutions for problems and make the most of "public-private partnership."

After almost 6 years in developing Taipei smart city, TPMO has facilitated over 270 initiatives, interacting with more than 30 Taipei City governmental agencies and over 500 stakeholders. The continuous effort has been honored with high rankings under 2 international smart city indexes. The Eden Strategy Institute from Singapore released the government evaluation report of the top 50 smart cities. It is a great honour for Taipei to be ranked 16th out of 140 governments worldwide.

With an open-minded attitude and never-afraid-of-failure spirit, we see the government as a platform and the city as a living lab to facilitate both top-down and bottom-up PoC projects through which we embrace innovation. For Taipei, "Smart City" is a dynamic process that adjusts to the needs of the city at any time, in-turn enabling the municipality to answer quickly to the needs of citizens.





## WRI India's policy advocacy efforts pertaining to the e-mobility sector

### SPEAKER HIGHLIGHT



**Pawan Mulukutla**  
Director, Clean Mobility & Energy Tech, Sustainable Cities, World Resources Institute

**W**RI India's Electric Mobility Program aims to facilitate conversations between public and private stakeholders to expand the reach of electric vehicles (EVs) across states. We strive to bridge the gap between policy and practice to enable large-scale transition to electric mobility, as we believe that making the move to electric mobility requires a carefully planned strategy that envisions the merging of the transportation and energy sectors and re-envisioning relationships between people and vehicles. An e-mobility transition needs an ecosystem approach that is relevant to the local context, with policymakers, regulators and other stakeholders identifying the technologies and approaches that best fit the Indian scenario. Additionally, a new industrial ecosystem is currently underway – unravelling

opportunities for economic resilience, resource efficiency, innovation and R&D.

Over the past one year, India has significantly strengthened its commitment to EV transition, with multiple states formulating and implementing state-level EV policies. The Government of India (GoI) has also introduced several additional support initiatives and policy shifts to accelerate EV deployment. WRI India has been working with the central and state governments to accelerate adoption with a focus on policy advocacy through an evidence-based approach.

At the national level, WRI India has been working with influential partnerships like the GoI policy think-tank NITI Aayog, the Ministry of Power, and Convergence Energy Services Limited (a subsidiary under the Ministry of Power focusing on clean energy systems). At the state level, WRI India has so far provided on-ground support to five Indian states,

including Delhi, Maharashtra, Telangana, Kerala and Gujarat, in the formulation and implementation of state EV policies.

In Maharashtra, specifically, WRI India has partnered with the state government to develop the Mumbai Climate Action Plan – a comprehensive roadmap for setting and implementing tangible emission reduction targets for the city. As part of the plan, Brihanmumbai Municipal Corporation (BMC) and WRI India recently set up the Mumbai EV Cell – a committee to support the city's urban local bodies in accelerating the adoption of electric mobility. The cell has been established to assist the government in crucial areas such as charging infrastructure deployment, policy implementation, incentive disbursements and more.

WRI India aims to continue working with stakeholders for adoption and scaling of such change-making initiatives.

### AT THE STATE LEVEL, WRI INDIA HAS SO FAR PROVIDED ON-GROUND SUPPORT TO FIVE INDIAN STATES, INCLUDING DELHI, MAHARASHTRA, TELANGANA, KERALA AND GUJARAT





## PARTNER VOICES

# Uttar Pradesh Smart City Mission

**W**ith more than 30 percent people contributing to 60 percent of its GDP, the urban centres of India are the growth engines, demonstrating a great significance in the development of the country. To strengthen the urban realm to meet the demand of the growing population and to bring the cities of India to global standards, the Government of India conceptualized the idea of Smart Cities to improve and upgrade the basic infrastructure of cities through innovative and smart solutions.

Smart Cities Mission was launched by the Hon'ble Prime Minister on 25 June 2015. The main objective of the Mission is to promote cities that provide core infrastructure, clean and sustainable environment and give a decent quality of life to their citizens through the application of 'Smart Solutions'. The focus is on sustainable and inclusive development by creation of replicable models which act as lighthouses to other aspiring cities.

Uttar Pradesh, situated in the Gangetic plains of North Eastern India, is the most populous State with almost one-sixth of its population, estimated to be 241 Million (24.1 Crores) in the year 2021, living in the State. To drive the economy and enhance the ease of living in the State, 10 out of the 100 cities, catering to almost 26% of the Urban Population of the State, have been chosen under the Smart Cities Mission.

Projects under the Smart Cities Mission in Uttar Pradesh are of different nature and can be clubbed under 6 broad categories based on the mission's objective.

**Ease of Living:** The projects under this sector are meant to ease the life of its citizens and hence improving the "Quality of Life". Projects under in this sector fall under the below categories: -

- Development of Open Spaces and Open Gyms,
- Development of Vending Zones
- Development of Rehabilitation Animal Centers
- Pink Toilets

**New Age Transport and Mobility:**

- The Intelligent Traffic Management System

(ITMS) implemented in all 10 smart cities in Uttar Pradesh is reducing the traffic congestion and commuting time for more than 50 million citizens of the country. ITMS implementation has also helped in reducing the carbon footprint.

- The inclusion of advanced surveillance system has improved the Safety & Security of the citizens. Approx. 1500 cameras have been installed in these 10 Smart Cities.
- Junction Improvement projects, Smart Parking Solutions, Smart Bus Que-Shelters and Electric Bus Charging Stations are some of the other projects taken up to improve New Age Transport & Mobility

**Transforming infrastructure & Utilities:**

- With "Street for All" concept for urban





roads, more than 100 Kms of roads are being transformed into Smart Roads, with a focus on Pedestrianization.

- Other projects undertaken under this sector are Installation of Energy Efficient LED Street Lamps, Development of Multi-functional sports facilities, and Installation of Smart Solar Solutions.

## Water Sanitation and Health

Smart Sanitation is a way to build resilience in cities by improving wastewater and solid waste collection practices.

- Basic sanitation facilities are being improved with smart interventions like SCADA under Water Supply, Sewerage, etc. Domestic solid waste is segregated and collected at source and are disposed with the help of transfer stations.
- Smart Health Centers are established in many cities which are primarily aimed to provide affordable healthcare to its citizens.

## E-Governance and Citizen Services

- Integrated Command and Control Centres (ICCC) have been established in all smart cities, integrating all major municipal services like Property Tax Management System, Door to Door Waste Collection Monitoring, Geographic Information System (GIS), Environmental Sensors for monitoring of Air Quality Index (AQI) and other IT based services for better governance.

Below are few notable works achieved with the help of these ICCC centres:

- Prayagraj has successfully managed world's biggest gathering of more than 5 Crore pilgrims during MahaKumbh 2019

- ICCC has empowered all smart cities in Uttar Pradesh and has played a pivotal role in the management of services during COVID-19 epidemic outbreak.
- Lucknow Smart City's Hello Doctor initiative has helped district administration and health department of Uttar Pradesh in tracking major health indicators
- All sixteen ICCCs/ITMSs of the Smart Cities are in the process of integration at the state level with the commissioning of State Smart City Digital Monitoring Centre (SCCDMC) at Lucknow.
- Micro-skill Development Centres are established to train unemployed youth with employment-oriented skills. These centers are digitally equipped with smart solutions, providing great opportunity for citizens to develop their skills (Agra & Varanasi Picture)
- Development of Smart Classrooms has boosted the existing education system in government schools

## Culture and Lifestyle

Apart from building a new infrastructure, care has also been taken to conserve the

existing heritage. Thus, Rehabilitation of major public buildings, Façade Lighting projects, Heritage Walk, Renovation, Rejuvenation and Redevelopment of heritage buildings and monuments, Convention Centers and City Branding's Paint my City Initiatives have been taken up.

The State Government of Uttar Pradesh has selected 7 more important cities under the State Smart City Mission thus covering all the 17 Municipal Corporations in the State, covering about 40% of its Urban Population. The cities selected are Ghaziabad, Meerut, Gorakhpur, Firozabad, Mathura-Vrindavan, Shahjahanpur and Ayodhya.

The progress made by the State was reflected through the State bagging the State Award in the "India Smart Cities Award 2020" and many other cities like Varanasi, Agra, Saharanpur getting awards in the categories of Leadership, COVID Innovation, Micro Skill Development, Water Projects etc. The State has become a lighthouse not only for other States of the country but is now in a better position to attract foreign investments.

## THE UTTAR PRADESH GOVT HAS SELECTED 7 MORE CITIES UNDER THE STATE SMART CITY MISSION THUS COVERING ALL THE 17 MUNICIPAL CORPORATIONS IN THE STATE



## Innovations that transformed the insurance landscape in India

### SPEAKER HIGHLIGHT



**Sarbvir Singh**  
Chief Executive Officer,  
Policybazaar.com

In a country like India where there is a large middle class that doesn't have a standardized social security cushion to fall back on, having insurance is critical. And yet, until two years back, India's insurance penetration numbers failed to reflect this urgency on the part of potential beneficiaries.

The Covid-19 pandemic has reiterated the transitivity of life and highlighted the critical importance of having a financial security plan in place. Meanwhile, technology has effectively addressed an average policyholder's pain points and enhanced the overall insurance experience. In the past two years, there has been a timely coming together of these innovations and the desired audience's readiness. The fruits of this intersection can be seen in India's gradually improving insurance penetration.

As per IRDAI's annual report, insurance penetration in India increased from 3.76 per cent in 2019-20 to 4.20 per cent in 2020-21, recording a growth of 11.7 per cent. The report also suggests that the gross direct premium underwritten by non-life insurers increased by 12% in the financial year up to November 2021, while health insurance increased by 29% during the same period.

Let's take a look at the key insurance innovations in India and understand how they have made it possible for insurers to provide customers with user-driven and empathy-rich experiences:

### Virtual onboarding

A customer's onboarding marks the official beginning of the customer-insurer relationship. Today, a customer can begin their journey with their chosen insurer completely online. During the pandemic, the IRDAI announced paperless signature policies which gave a massive push to the digitization of the onboarding process. From E-KYC and policy comparison to premium calculation, the customer can now complete all processes from the comfort and safety of their

homes. Even the medical tests conducted prior to policy issuance have been replaced by tele-medical check-ups.

### Tailor-made insurance products

The biggest positive change in the Insurance landscape has been brought about by introducing customer-centric products. The policies are now designed to cover PEDs (Pre Existing Diseases) like Diabetes, CardioVascular diseases and Hypertension right from Day 1. According to the World Health Organization, cardiovascular diseases (CVDs) cause 45% of deaths in the 40-69 year age group in India. A recent report by the Indian Heart Association suggests that heart disease rate among Indians is double that of the national averages in the West. This, in turn, is spurred by diabetes and hypertension. So, adequate coverage for these diseases in health covers is important.

The industry has taken a deeper interest in the challenges facing the Indian customer across age groups. For instance, now there are exhaustive maternity benefits in health insurance policies. This has been rather helpful for policyholders in the age group of 20-35 years. It saves them the pain of paying for maternity-related expenses out of their savings. Similarly, OPD coverage has come as a welcome change for policyholders. Earlier, health plans would only offer coverage in case of hospitalization of the insured. But now, even regular hospital visits for something like viral fever or a dental treatment are taken care of. Policyholders can even get reimbursements for pharmacy bills.

Even through the Covid-19 pandemic, health policies have matured to accommodate the changing needs of the customers. Consumables used to account for only 6-7 percent of the hospital bill prior to covid. However, now the amount often goes up to be even 20% of the total bill. While consumables were not covered by the insurance plans historically, now they are

accounted for. Similarly, after the third wave of the pandemic, the industry has realized the need for relaxing the cooling off period faced by a Covid survivor while buying an insurance policy. The cooling off period has been reduced from three to six months to as less as a week. In some cases, there is no cooling off period at all.

### Simpler and faster claim settlement

The most pivotal, defining moment of the insurance experience for any policyholder is claim settlement. Traditionally, claim settlement could turn out to be tedious. It would require the policyholder to invest a considerable amount of time and effort in paperwork. Now, the average claim settlement time has been reduced to as less as 30 minutes by InsurTechs. This new, time-efficient and user-friendly process is in line with the latest IRDAI regulations against the backdrop of the pandemic. The need for visiting the insurer's office physically has been eliminated.

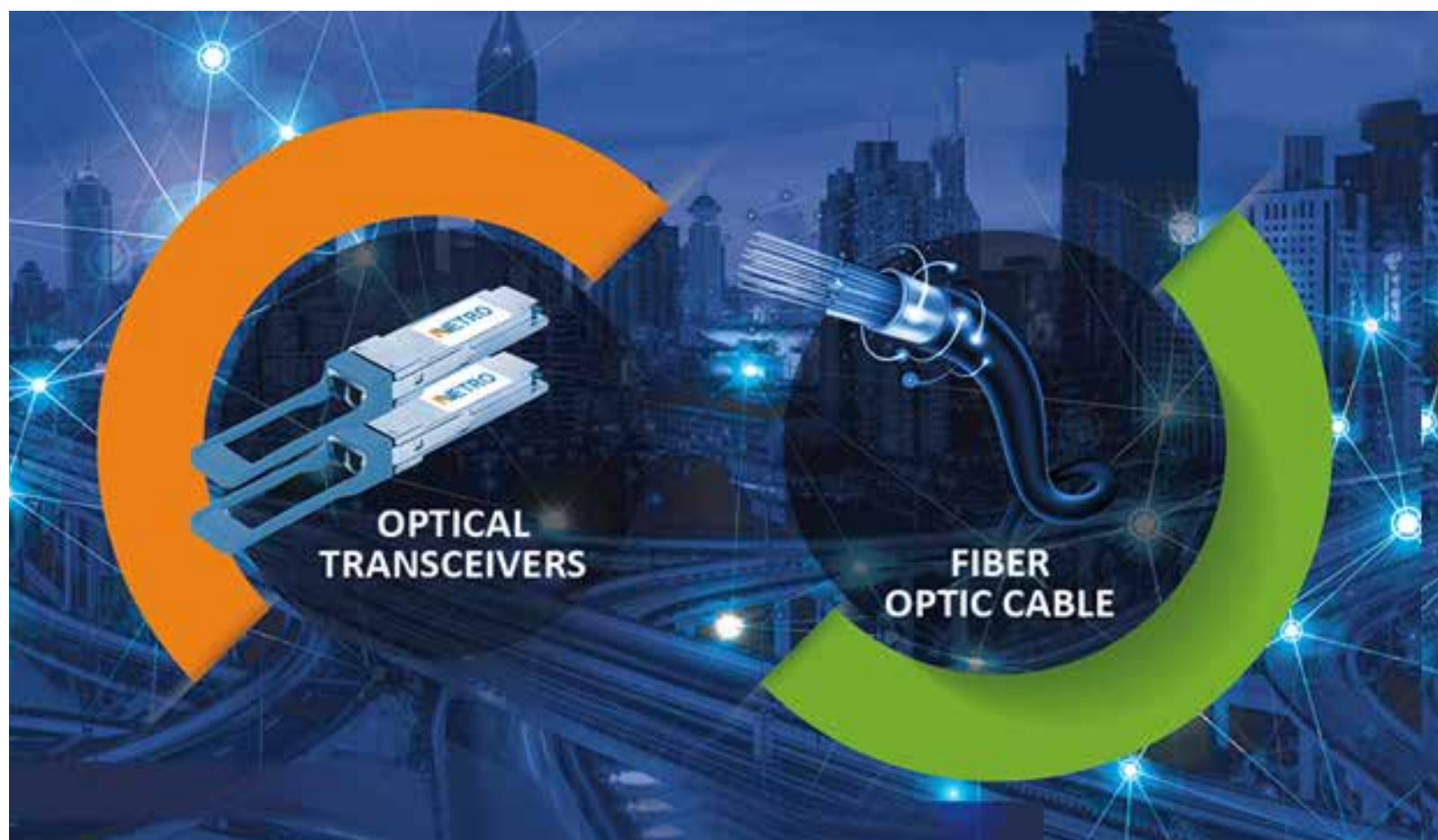
### Prevention of fraud and collusion

The digital medium is a highly trackable medium. So, online insurance processes decrease the risk of fraudulent activities in the insurance space. To further give each policyholder vault-like security, there is Artificial Intelligence. It can analyze customer data and red flag any unusual activities. It can predict liabilities as well as prevent fraud in real time. Tools like predictive behavioral analytics and digital identity verification make this possible. These tools can easily detect anomalies that the naked eye cannot.

To conclude, the biggest contribution that tech-based innovations have made to the world of insurance is giving insurers the bandwidth to be more empathetic and informed about the needs of the policyholder. With the insurance experience becoming comforting and enabling, a larger number of customers are likely to get insured – and for the right reasons.

## DURING THE PANDEMIC, THE IRDAI ANNOUNCED PAPERLESS SIGNATURE POLICIES WHICH GAVE A MASSIVE PUSH TO THE DIGITIZATION OF THE ONBOARDING PROCESS





## Your network solutions partner - NETRO Networks

### EXHIBITOR CORNER



**Mr. Paras Goel**  
Director,  
Netro Networks

**N**ETRO NETWORKS PRIVATE LIMITED is one of the fastest emerging technological enterprise which specializes in design, development, distribution and key solutions for FTTH, Wireless and Infra networks. We are experts in delivering key solutions for Optical Fiber Network connection products and its components. We have a big range of Optical Fiber Products such as Optical Transceivers, GPON/EPON, Networking Switches, Media Converters, Fiber Passive Products, CATV Equipment, Testing Equipment etc. We have been successfully serving the Optical Fiber

market players from Telecom Operators, Major ISPs, MSOs, LCOs, Data Centers, Solution Providers to Governmental Establishments. We work at 360 degrees across all Optical devices and products applying in the new generation optical network and possess advanced technology that is useful across fields of Transmission Network, Data Network, Access Network and Passive Optical Network (PON) of metropolitan area network etc. At NETRO, We guarantee the highest quality connectivity for our clientele. We give flexible solutions that are tailored for your specific requirements and scenarios at

# NETRO NETWORKS

competitive prices and affordable costs.

Our mission is to provide technology and solutions with an expertise, so that the end user can access the internet at the speed of light. We want every home in India, to be a smart home and provide enough digital infrastructure that allows everyone to be a part of the digital society.

Our aim is to add value to our partners by simplifying their digital infrastructure needs and work in association with them to deliver more than just equipment, & bring Innovative, Real-World solutions for all their IT needs.

## IN TODAY'S WORLD CONNECTIVITY IS VERY IMPORTANT FOR EVERYONE'S SUCCESS, GROWTH AND PRODUCTIVITY. WE ARE COMMITTED TO MAKING DIGITAL CONNECTIVITY TRANSFORMATION POSSIBLE

## ADN Broadband - Building the future

### CXO SPEAKS



**Rajiv Kumar Sethi**  
Managing Director (MD),  
ADN Broadband

**T**he length and breadth of India in terms of geography compliments its volume for business opportunities. Speaking on the state of ISP providers in India, Rajiv Kumar Sethi, MD of ADN Broadband says, "Currently, the Wireline market is highly untapped with about 20 million user connectivity, a major chunk of which, is with the Public limited companies, that completely lack focus. The telcos, due to big pockets and the reach, have always been ahead to capture the bigger chunk of the market and might be the dominating force. The survival of the fittest in the current time is the way ISP strategises its investments".

Bringing in a legacy for over a decade of rich experience in the wireline industry and successful delivery of video services on wireline networks, ADN has been pioneering in building its infrastructure on Fiber under different volatile situations. ADN has been strongly focused on building the robust last mile networks powered by world-class backend networks and high-quality Customer services. ADN's Broadband approach is to invest smartly, ensuring there is absolutely no compromise

with regard to the Quality.

"We have managed to achieve the growth track by continuous introspections within our organization and have chalked out the action plan by considering the flow of ideas and feedbacks from all the stakeholders. There are around 60,000 local cable operators with estimated customer base of 10 Mn, in Tier I, II & III towns, who provide Cable TV services and have already built a massive fiber network across the streets. We have successfully demonstrated the technology in converging the Broadband services by utilizing existing cable TV fiber networks and optimizing the overall last mile cost. We know how to work with partners and make them a part of our broadband eco-system. Also, we are now focussing on provisioning of voice services on our existing broadband platform by offering multiple value add voice features. This will surely improve the customer voice connectivity and make them less dependent on mobile networks. Moreover, we are focusing on OTT services and Ip TV services", adds Mudhit Sethi, CEO.

### Challenges and Roadblocks

During the pandemic, while most of the industries were encountering less or no business, ISP providers witnessed a hard time coping up with the surge in demand for internet. For people working from home, Internet was the only source of communication and that put a lot of pressure on Service Providers to continuously upgrade the network Infrastructure. The real challenge for ISPs was to constantly upgrade their infrastructure in order to keep up with the demand while ensuring network uptime and without compromising on the quality of services.

### Future Roadmap

ADN Broadband is experimenting multiple

innovative technologies to enhance the backbone performance, improve uptime on Distribution & last mile fiber network and bring innovations across CPE (Fiber ONU) for building intelligence and for resolving the customer issues proactively & promptly. The company is also in the process of sourcing the Business Analytics tool to collaborate multiple data points, extract actionable and relevant information thereby improving its decision making, optimizing & improving customer service and demonstrating more efficient operations.

During the last one year, ADN Broadband has exhibited a staggering growth of 300 percent enabling the firm to explore more opportunities and build efficient pool of resources. Its expansion on FTTH was phenomenal by adding 300k HP on Fiber during year 2020. The roadmap is to expand the Fiber networks to multiple Tier-2 & 3 cities and construct 1 million HP by year 2021 with an expectation of 20 percent conversion rate of customer. At the same time, the broader vision is to wire up each and every home on high quality Fiber and offer high speed Internet services along with multiple converged services (IPTV/OTT/Gaming/Voice/VOD) keeping a low entry cost and making it affordable for all.

**FOR PEOPLE WORKING FROM HOME, INTERNET WAS THE ONLY SOURCE OF COMMUNICATION AND THAT PUT A LOT OF PRESSURE ON SERVICE PROVIDERS**







## PRODUCT HIGHLIGHTS

# ChargeNest - Every ride electrified

**V**ehicle led emissions and over dependency on fossil fuels has been one of the major factors in contributing to global greenhouse gas emissions. In line to the Paris Agreement and COP26 India has made a commitment to reduce the GFC emissions by 1 Billion tonnes by 2030. One of the major push to achieve this is faster and wider adoption of Electric Vehicles in the country. Charging Infrastructure will play a critical role to help achieve this vision and that is where our product brings the best value. As fuel prices continue to rise the world over, India is gradually facing the need for sustainable options to power her vehicles in years to come. India's electric vehicle (EV) market is expected to grow at a compounded annual growth rate (CAGR) of 90 per cent in this decade to touch \$150 billion by 2030, a report by consulting firm RBSA Advisors, released on December 2021, stated. Apart from fuel economics and tightening emission laws, environment conscious consumers too are driving this demand for EVs. To meet this growing demand, Tata Steel-NestqIn has designed and manufactured a new age EV charging solution using highest quality FRP and steel. ChargeNest is a sustainable charging station that is compatible with both commercial and personal vehicles. Some

of the unique features include compatibility with multiple CE certified fast chargers. Customizable modular and corrosion free design engineered to withstand upto 180kmph winds. Environment friendly materials with option to integrate solar panels, smart sensors and vertical gardens. ChargeNest will help charging operators to have standardized, quality, turnkey solutions to be delivered anywhere in India to eliminate range anxiety issues of EV riders. Tata Steel has

**APART FROM  
FUEL ECONOMICS  
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FOR EVs**

successfully executed several such solutions in Jamshedpur, Hyderabad and Chennai.

## TiscoBuild

The construction industry is one of the most resource intensive processes at the planet. The impact of the developments on nature and environmental balance is worsening with each passing year. The need of the hour therefore is to take efforts to mitigate the harmful impacts of construction industry by sustainable practices. Since products and material synergies can play a crucial role in this regard our team has innovated a unique offering in this space. The inherent problem of brick kiln air pollution, alluvial top soil consumption and usage of sand & water in unsustainable construction practices in India needed a major category intervention and change in standard practices. While alternatives like fly ash bricks, AAC were present in the country, it also had to address the customer need for quicker construction turnaround time, lightweight material and thermal insulation. Normal AAC blocks in the market break & chip due to lack of sufficient compressive strength and walls made with them crack due to improper installation. A tweak in the product along with training masons & contractors could solve the problem which led TSL to venture into this space to create a better solution. Tiscobuild Green blocks are of superior strength leading to low breakages & cracking, better fire and acoustic performance as well as lesser drying shrinkage due to unique raw material mix developed along with our manufacturing partners.





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