

# Agni and STL collaboration – Some talk points

## Overview

- Video – Solo video for KS talking about this collaboration (under 2 mins)
- TG – Our customers, influencers and general audience through digital campaigns
- Objective – Positioning as an innovative thought leader
- Messaging planks and FLOW (order can be changed on the spot if required)
  - It is a great opportunity to partner with agni
  - Highlight common DNA of innovation & creating impact between Agni & STL
  - STL's business – end to end + technology angle + human impact angle
  - STL's passion for innovation – talk about our intelligent innovation by the way of lead 360, iCORE and GARV
  - Talk about the STL challenge (4 problems)
  - A forward looking note on further collaboration
- Tonality – Thought leader stance, conversational style of speaking
- Agni video format
  - Tell us about your innovation and its format
  - What are the challenges you face?
  - How do you think Agni will help start-ups?

## Talk points – Have covered all of these in detailed.

## Flow/Sequence can be changed on the spot as per need

### On opportunity to partner with Agni and Start-up India

India is a country which is burgeoning with opportunity. And initiatives like Agni and Start-up India are really instrumental. We, at STL are excited to partner with Agni and to collaborate for co-creating value.

### How do you think Agni will help start – ups?

The great thing about Agni is that its designed to address some of the core needs of the start-ups like building an innovation platform, support in commercialisation of ideas, bringing investors, innovators and entrepreneurs together is a great idea! I Think this can make real impact to businesses who are trying to get their ideas off the ground.

### On the common DNA of innovation & creating impact between Agni & STL

Agni is all about catalysing innovation and strengthening the innovation ecosystem in the country. And we at STL have innovation at the core of everything we do. We have one of the fastest growing patent portfolio in our fields with 90% yoy growth last year. We inculcate an innovation mind-set to the smallest and biggest elements of our business.

## On STL's business

STL is all about creating hyper scale and converged data networks to power the digital ambitions of the world. We design and deploy end to end solutions for data networks. And our solutions are designed to solve complex customer problems and are focussed on VALUE CREATING INNOVATIONS

Technology, innovation and human impact are our 3 core pillars that define us.

## On STL's intelligent innovations

We have brought in this passion in some of our offerings with what we call – “intelligent innovation”

Being fibre and services engineering experts, we disrupted the entire Fibre roll Out process with our intelligent method called LEAD360. This applies design thinking to all the variables and delivers a seamless, governable and tangibly efficient fibre roll out experience

Another such innovation is the STL Garv – which is an applied infrastructure for the rural communities, which enables rural people to access data to transform their lives. Leveraging BharatNet connectivity, this Garv Solution is a supercomputer kiosk, equipped with meaningful digital services like speech to email conversion, e-tutoring, telemedicine, AR/VR based skilling and many more

On STL's Agni challenge – 4 problem statements – We at STL are constantly pushing the envelope for innovation and digitisation across the spectrum of hyperscale fibre roll outs. Here are some of the challenges that we want to circumvent.

**Non penetrative utility detection** – With an aim of bringing 10X improvement in the rate of fibre deployment, we want to challenge the current manual utility detection process and are looking at non-laborious, high accuracy, predictable method to detect utilities coupled with a digital analysis and reporting mechanism. This innovation will go a long way in getting efficiencies in fibre roll out process

**Preventive surveillance and maintenance of OFC** – We at STL, challenge the conventions to achieve better results. We aim to make the O&M (operations and management) activities automated and seamless. We are looking at a solution which can substitute manual patrolling with preventive surveillance mechanism with smart infrastructure management solution for cabinets, kits, manholes and joint enclosures.

**No dig ducting** – To make large scale projects faster and more efficient, we need a mechanism to do ducting without creating manual trenches. We are looking for disruptive, technology led solutions in this area to solve this problem.

**No blow cabling** – Currently the process includes a conventional compressor machine blowing the cable from one end of the duct to the other. We are looking at some innovative solutions which are able to achieve a multi-fold improvement in output per single shot with with commercially competitive pricing.