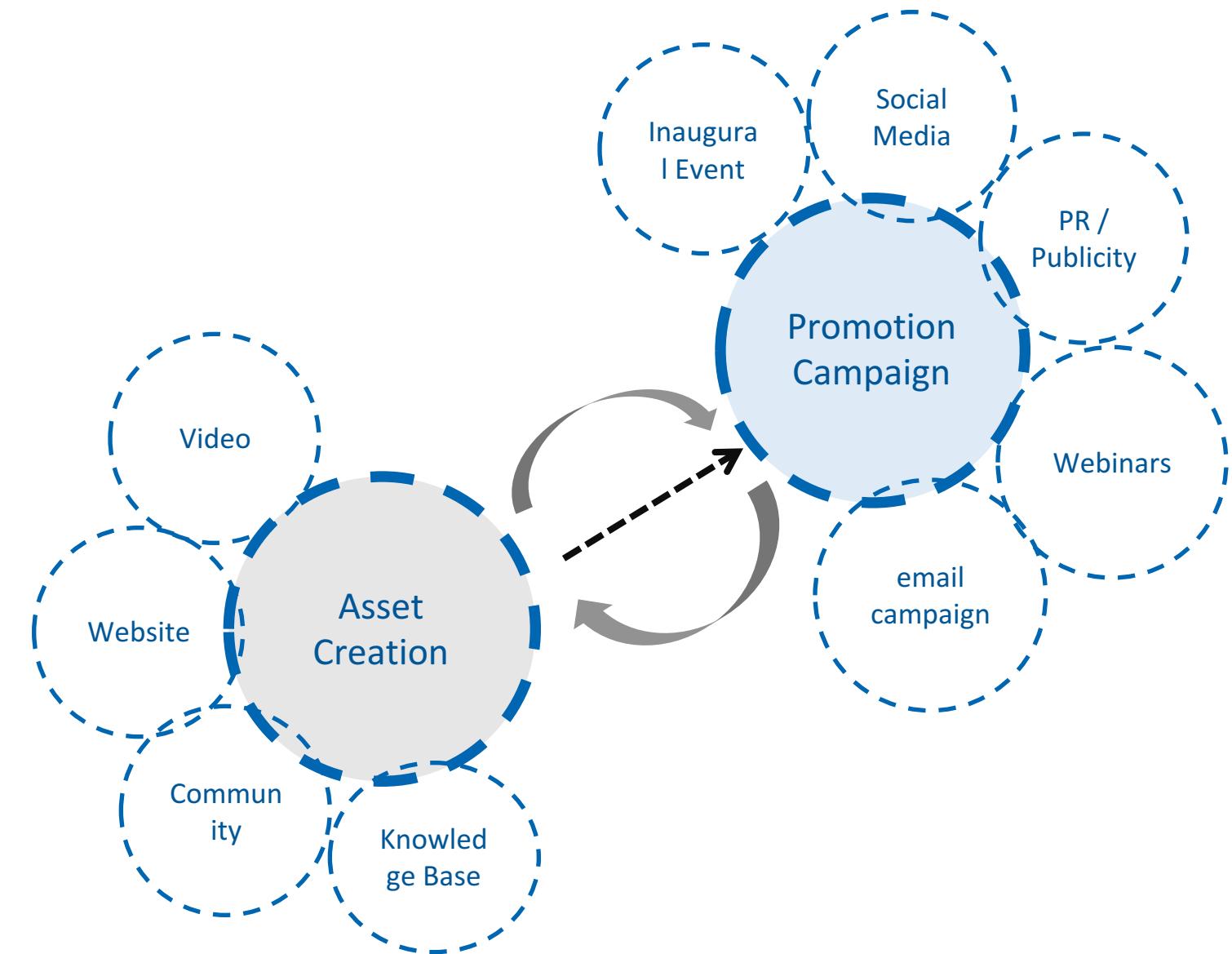


# Centre for Smarter Networks

Launch Plan – January, 2019

# Index

- Objectives
- Asset creation
- Key stakeholders
- Promotion/ Communication campaign
- Committees propose
- Discussion and decision required



# Objectives



- **Brand Positioning:** Position Sterlite Tech as the company that delivers Smarter Networks for transformation of everyday living of citizens and an industry custodian considering 5G connectivity as an essential
- **Enhance credibility through leadership capabilities** in technology Integration for Digital India to customers, partners, policy makers, industry influencers
- Leverage the announcement for **media publicity for industry and technology leadership**
- Create an enriched experience across the stakeholder ecosystem
- Strengthen employees as brand ambassadors through structured exposure using an experience center video

# Asset Creation

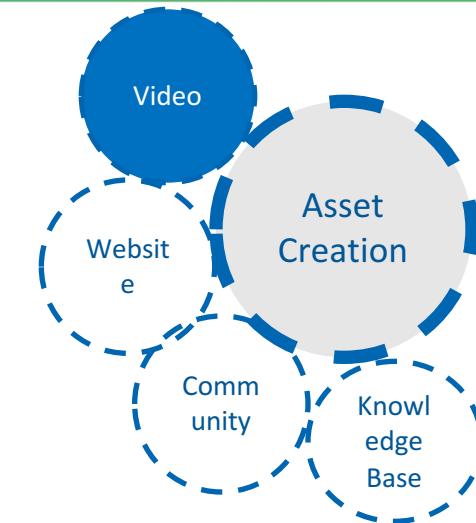


## Asset Creation: The Center for Smarter Networks

### Premise

Video assisted walkthrough – The Story of last mile connectivity

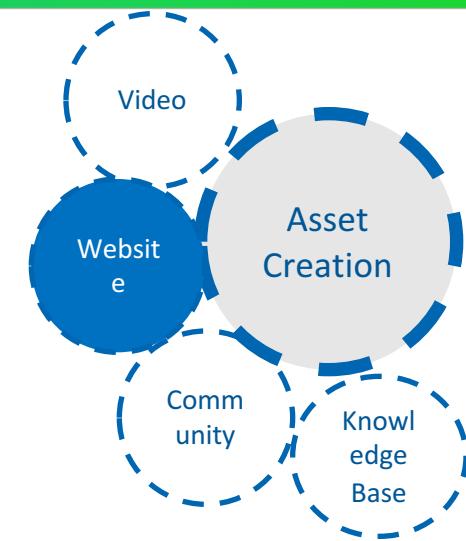
- Key Message – **enabling the India's citizens** towards an enriched experience
  - Enrich India's existing infrastructure
    - **Zone1** : Intercity & Intra-city communication (core , metro & access networks)
    - **Zone 2:** Enabling better mobile communications (through Fibre to the antenna)
    - **Zone 3:** High speed seamless robust urban broadband (Fibre to the Home)
  - Enable India's future infrastructure
    - **Zone 4: Smart City:** Easier urban living through traffic management, smart parking, security surveillance, smart lighting
    - **Zone 5: BharatNet:** Empowered rural living through tele-medicine, Tele-education, e-governance (smart Village)



## Asset Creation: CSN Website

### Major Sections on website

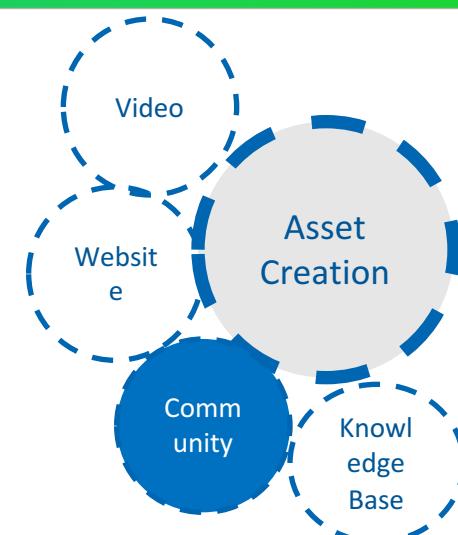
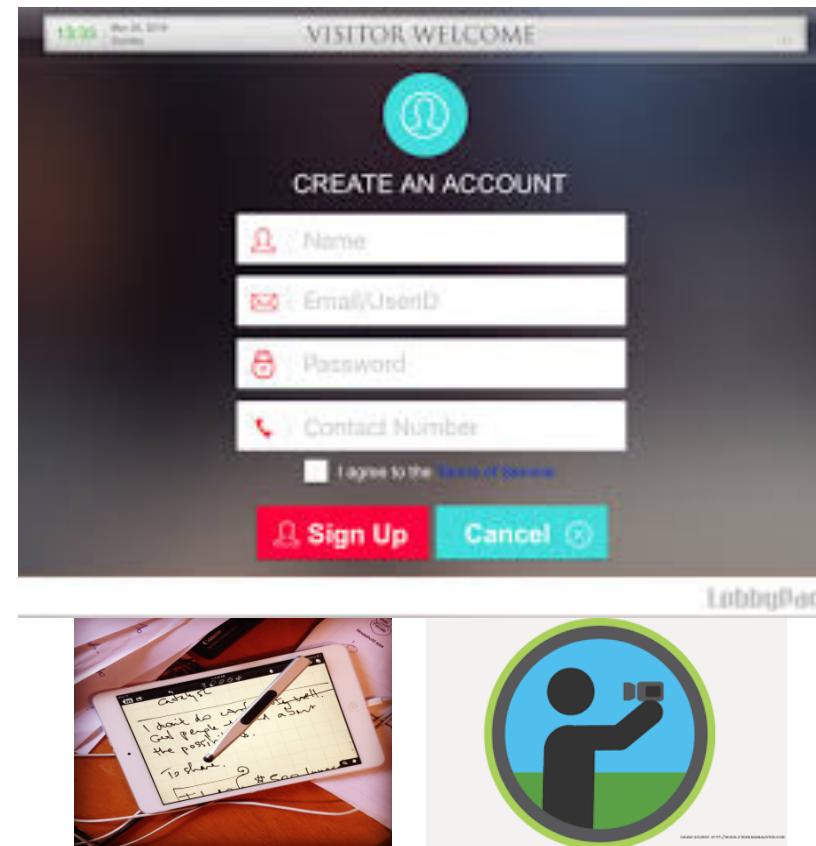
- About the Center, vision, Technologies
- Online walkthrough through - center 3D mock up & videos
- Media center – To post visits of dignitaries, their V logs, Testimonials, pictures, news releases
- Sign-up to become a member. Member gets regular updates via e-mail, plan a visit
- Publications – Will host the webinar, newsletter archives, white papers, reports, etc.



## Asset Creation: Kiosk

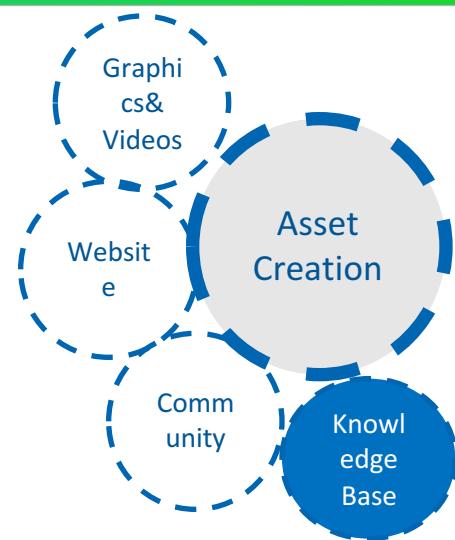
Interactive Kiosk at the CSN Orientation room for visitors to become members, capture feedback and photographs of the visitors

1. Vlog - A Vlog kiosk with a fixed Ipad to capture spontaneous video feedback
2. Written feedback to be captured on the same Ipad using easy to write apps such as notability



## Asset creation: Knowledge base

1. White Papers – To be discussed
2. Reports – To be discussed
3. Webinars + Archives – To be discussed
4. Newsletters + Archives



# Key Stakeholders

Hosts	Audience			
<ul style="list-style-type: none"><li>• Sterlite Employees</li><li>• Partners</li></ul>	<ul style="list-style-type: none"><li>• Customers</li><li>• Government</li></ul>	<ul style="list-style-type: none"><li>• Investors</li></ul>	<ul style="list-style-type: none"><li>• Media</li></ul>	
<ul style="list-style-type: none"><li>• All Employees</li><li>• CISCO</li><li>• HP</li><li>• NOKIA</li></ul>	<ul style="list-style-type: none"><li>• Airtel</li><li>• Vodafone</li><li>• Reliance Jio</li><li>• ACT</li></ul>			

# Promotion Campaign



# Inaugural Event

Date : TBC – 10<sup>th</sup> January 2019

Venue : 1. Gurgaon – 5 Star Banquet around CSN  
2. Centre for Smarter Networks, IFFCO Towers

Time : 11 am – 5 pm

- Unveiling through launch video wherein our chief guest connects the fibre which triggers the video
- CEO's address on the CSN Vision
- Speech by Chief Guest (If any)
- Presentation by CTO, Announcement, MOUs signing (If any)
- Government & Industry panel discussion / round table
- Networking lunch
- Transfer to walkthrough at Centre for Smarter Networks (All visitors)



# Suggested program outline



Sr. no.	Particulars	Time	Location	Remark
1	Welcoming	11.00 – 11:10	Hotel	
2	CEO's address on CSN Vision	11.10 -11.20	Hotel	
3	Inauguration of the CSN	11.20 - 11:30	Hotel	
4	Chief Guest addressal	11:30 – 11:40	Hotel	
5	Presentation by CTO	11:40 – 12:30	Hotel	
6	Government & industry panel discussion / round table	12:30 – 13:30	Hotel	Refer next slide
7	Networking Lunch	13:30	Transit	
8	Transfer to Centre for Smarter Networks for Walkthrough	14:30 – 17:00	CSN Gurgaon	
9	CSN Walkthrough in continuous batches			
10	Departure of guests			

# Panel discussion



## Topic: Envisioning a connected India of tomorrow

- To discuss:
  - State of today's broadband infrastructure
  - Key enablers of smarter networks
  - Need for innovation
  - Need for standardization and simplification of network installation practices
  - Role of government & Industry together

## Proposed Participants of the panel / RT:

- Government (TBC)
  - Minister IT, Mr. Manoj Sinha
  - Ministry of Science & Tech., Dr. Harsh Vardhan
  - Secy, DoT, Ms. Aruna Sundarajan
- Industry (TBC)
  - Representatives of CISCO, HP, NOKIA,
  - Airtel , Abhay Savargaonkar
  - Vodafone, Vishant Vora
  - Rjio, Mathew Oommen
  - ACT, Prasanna Gokhale

1. Press release
  1. Story to capture – TBC
  2. Any MOUs – TBC
2. Walkthrough for Journalists
  1. Journalists Names – TBC – Sumedha to confirm
3. Paid TV episode
  1. TBC – Sumedha



1. Teaser tweets & linkedin posts – 2 weeks before the event
2. Event tweets – on the event day
3. Workplace posts for employee awareness and pride building – Perennial
4. Virtual walkthrough video on workplace for employees – after the event



# Webinars

## Sustainable initiative

1. To host video webinars by Sterlite Tech CTO and other leaders in CSN by talking about technology that we are showcasing at our CSN
2. Promote the webinars on CSN website, Sterlite Tech website homepage, LinkedIn and twitter



# Email Campaign

To be created as a sustainable initiative – to be released once in 2 months

1. Build email database through community build program on website and through visits
2. Start e-mail campaign that covers major developments at the CSN, white papers, key people's visits, their quotes, videos, photos, etc.



# Committees proposed



Committee	Proposed owner	Members
Invitation	Khushboo G	Anand, Ankit, KS, Anshoo, Swati, Saurabh, Girish, Badri,
Agenda	Alok	Anand, KS, Ankit, Anshoo, Manish, Swati
Facility tech. readiness & walkthrough logistics	Saurabh Chattopadhyay	TBC
Event branding, management & publicity	Khushboo	Sumedha Mahorey, Khushboo Gupta, Khushboo Chawla, Naveen Verma
Logistics, Hospitality	Mohit Gupta / TBC	
VIP Movement & Guest handling	TBC	TBC

# Discussion & decision required



Item
Event dates & format
Event budget
Chief guest & other VIPs to target
Overall alignment on the plan proposed above
Alignment on committees & responsibilities proposed

