

# STL@IMC

Connect. Create. Innovate  
@Aerocity, New Delhi



## Gateway to Opportunities

India Mobile Congress 2018, with its theme of New Digital Horizons – Connect, Create, Innovate, brought together the largest congregation of global professionals, along with futuristic technologies like 5G, IoT, smart cities, artificial intelligence and virtual reality.

**Sterlite Tech**, with its prolific experience in digital communications, took the lead with an exciting showcase of game changing technologies along with interesting conversations on the most compelling topics in the digital playing field.

## Esteemed Panelists



**Dr Anand Agarwal**  
Global CEO Conclave:  
Networks of Tomorrow

At the Global CEO Conclave, Dr Anand Agarwal shared his vision on the 'Networks of Tomorrow' and spoke about the importance of 'network design and orchestration' in taking connectivity closer to the customers.



**KS Rao**  
Make from India  
India Means Business

KS Rao shared his fresh thoughts and perspectives on how IT & Communication Industry and Govt. of India can collaborate to propel 'Make from India' and to move towards becoming a net exporter of telecom products and services.



**Ankit Agarwal**  
Connecting the Unconnected:  
Building Next-Gen Digital  
Infrastructure for the Masses

In this exciting talk on connecting the unconnected, Ankit spoke about linkages between technology and socio-economic fabric of the country. He passionately shared the digital inclusion vision and initiatives of Sterlite Tech including key projects like BharatNet, Network for Spectrum and Sterlite Gavv.



**Swati Rangachari**  
Enabling the IoT Ecosystem  
Shaping an Automated  
Society

In the much talked about topic on IoT, Swati Rangachari spoke about the need for a shift-in-focus from technology to outcomes and design solutions that positively impact everyday living of general masses.



**Badri Gomatam**  
Artificial Intelligence: Innovation,  
Investments, Ethics &  
Responsibilities

Dr Badri talked about the imperatives in the AI era and highlighted the importance of moving beyond just software defined networks, to smartly-controlled and programmable networks to enable data driven decisions grounded in ethics and responsibility.



**Shrirang Bapat**  
The Emerging World of Analytics:  
Creating Business Solutions

Shrirang delved on the need for autonomous networks with special focus on the role of artificial intelligence in making networks smarter. He also shared interesting data points and global trends in the machine learning space.

## Transformational Statements@IMC

Re-iterating the need for massification of data, Manoj Sinha said that the government will ensure that infrastructure is available for all service providers on non-discriminatory basis.

**Manoj Sinha**  
Ministry of  
Communications

**Telecom secretary  
Aruna Sundararajan**  
said that industry-government alliance could help country to attract investment worth \$100 billion by 2022.

**Aruna  
Sundararajan**  
Telecom Secretary  
and Chairman of the  
Telecom Commission

**Reliance Industries  
Ltd (RIL) chairman  
Mukesh Ambani**  
said India can be transformed when people get artificial intelligence at just Rs 100 per month. Sharing his vision of connected India, he said that by 2020, every phone in India will be 4G-enabled and every customer will have access to 4G connectivity.

**Mukesh Ambani**  
Chairman - RIL

**DoT (Department of  
Telecommunications)**  
emphasized on creation of an in-house monitoring mechanism to track and review the implementation of NDCP (National Digital Communications Policy), which would specifically propel measures to rationalise the levies on the telecom sector.

**Department of  
Telecommunications**

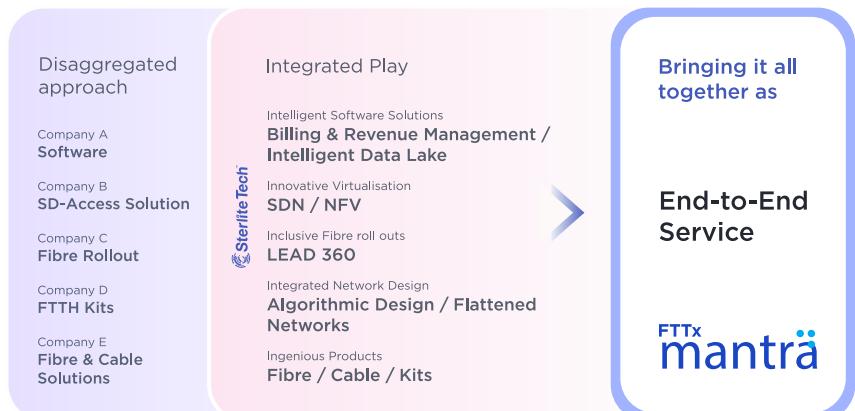
## Power Packed Launch – FTTx Mantra

### Taking a quantum leap into the 'age of fibre', Sterlite Tech launched an industry first **FTTx Solution – FTTx Mantra**

FTTx Mantra is a unified solution that converges Design Capability, Deep Fiberisation and Virtualisation to enable ubiquitous connectivity to each and every home.

Introducing  
**Sterlite Tech  
FTTx MANTRA**  
One Solution, Countless Opportunities

**MASSIVE AGILE  
NETWORK  
TRANSFORMATION**



### Mr. Anuj Jain, Business Head FTTH & Enterprise, Jio launched the all new – **FTTx MANTRA**

Combining design innovation and expertise in service engineering onto a single technology platform, the company's indigenously developed FTTx MANTRA - brings together the power of five I's:

- 1) Ingenious products
- 2) Integrated network design
- 3) Innovative virtualisation
- 4) Inclusive approach to hyper-scale network deployment
- 5) Intelligent software solutions

### Mr. Manoj Sinha's - Hon'ble Minister of State for Communication

Mr Manoj Sinha - Hon'ble Minister of State for Communications, visited our booth on the final day of IMC 2018 and was excited to know how our newly launched FTTx MANTRA solution will expedite last mile connectivity in India.



## Our Presence & Showcase



## Hall B, Booth No 1.4



Apart from this power packed launch, we showcased some cutting edge solutions like:

- G.657.A2 bend insensitive fibre
- The worlds' slimmest 432F fibre cable **BIG HIT**
- ADSS aerial cable with micro module
- Sterlite Tech's brainchild for Networks of tomorrow - Flattened Network Architecture
- FTTH compact kits **BIG HIT**

- Sterlite Tech's innovative LEAD360 approach for hyperscale network modernisation
- Software Defined Network (SDN)
- Sterlite Garv - A transformative solution for rural India

## Red Hat Showcase:



Sterlite Tech announced a partnership of developing solutions using Redhat's products portfolio that will enable communication service providers, enterprises and citizen networks to realise the full potential of web-scale Network Function Virtualisation Infrastructure (NFVI) platform, for their network automation and software defined networks initiatives.

## BSNL Showcase:



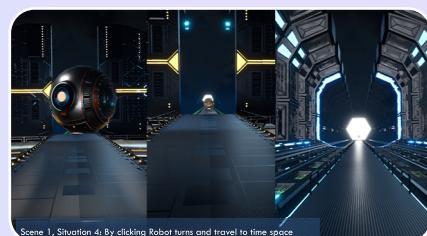
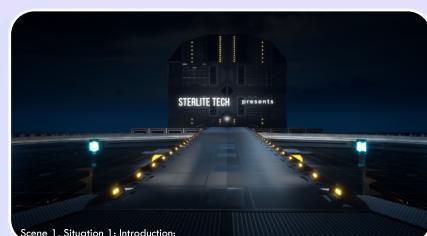
Sterlite Tech showcased Public Data Office (PDO) at BSNL booth to promote rural broadband network in India. Sterlite Tech has positioned itself as the technology partner to design, build and manage smarter network.

## Virtual Reality Plant Tour

### STAR ATTRACTION

#### A Truly Immersive VR Experience

Sterlite Tech's VR demo zone was abuzz with visitors and enthusiasts! Our virtual tour of the Optical Fibre manufacturing plant was a big hit! The virtual tour of our manufacturing facility showed the engineering marvel of optical fibre manufacturing in the most immersive fashion.



## Sterlite GARV

BIG HIT



Sterlite Gary showcase stole the show with its powerful use cases and exciting demos. It aims at connecting rural India to the digital world and we exhibited compelling use cases like Smart agriculture, Smart electricity, Haptik training for skill building etc.

## Highlights

1  
DAY



- First day of IMC! Exciting showcase of our capabilities.
- Visit by Sterlite Tech vice chairman **Mr. Pravin Agarwal**

2  
DAY



FTTx Mantra Launch by, **Mr. Anuj Jain**, Business Head, FTTH & Enterprise, Reliance Jio

3  
DAY



- Visit by **Mr. Manoj Sinha** to learn about our newly launched FTTx MANTRA
- Discussions around how this new technology will expedite last mile connectivity in India

## Media Coverage

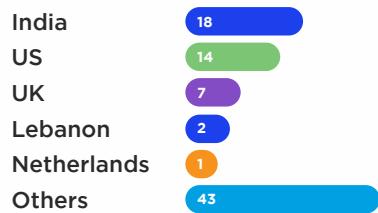
### CAT 1: 12 mentions



### All Publications: 114 Mentions



### Social: 86 mentions



## Visitor Profile



## Our Team

**Kudos to our Booth Manning team for managing the show and engaging with the visitors!**



### Conceptualised & Managed by

- Khushboo Gupta

### FTTx MANTRA - End-to-end

- Ashish Goyal and Achyut Ashesh

### Ingenious Optical Fibre Products

- Sudipta Bhaumik

### FTTH Compact Kits

- Tushar Belwal

### Software Defined Network (SDN)

- Saurabh Chattpadhyay

### Project GARV

- Kapil Sachan

### Virtual Reality Plant Tour

- Isha Aggarwal

### DCCM, IDL & BRM

- Midushi Jaiswal

### Digital & Media

- Sweta Srivastava, Amber Tandon, Sumedha Mahorey

### Visual & Design

- Naveen Verma