

# ABOUT US

- ULKA TV is a leading IPTV subscription provider across India. India's 1st Solution with MPEG-DASH and HEVC codec with unicast technology which provides all Indian channels.
- ULKA Lite Smart TV App enhances the way you watch television with an internet-connection.
- ULKA Mini Smart Mobile App gets all the news channels in a single App, OUR Smart Apps brings a new experience in homes with 4k UHD visual experience.
- Smart STB or Sticks can be connected using WiFi network for the Old traditional TVs.

# THE FUTURE OF ENTERTAINMENT IS HERE



Smart TV Smart Mobile STB Stick

No more **CABLE** worries

GO Wireless Use **Wi-Fi** 

With **4K** ULTRA HD support

## 700+ INDIAN CHANNELS



# Future of Television in India



CRT Tube TV



LCD /LED TV



SMART TV

The Television sets are being upgraded at a very fast pace.

4K Smart TVs are common today and the traditional Set-top-Boxes are unable to upgrade to the standards of 4K Televisions.

Smart TV share of new Television sales is more than 95%.

**ULKA TV** 4K compatible distribution system has TRAI approved Virtual STB Application for Smart TVs and Smart Phones.



# Future of TV Distribution in India



DIGITAL CABLE TV



DIRECT TO HOME (DTH)



ULKA Lite  
Smart TV App

# ULKA TV for Internet Service Providers

## TELEVISION VIEWERSHIP

- Television is the largest source of media in India by reaching approximately reaching over 500M households.

## DIGITAL INCLUSION

- Expanding internet connectivity through IPTV can bridge the digital divide between urban and rural areas. Rural residents can access information, entertainment, and services that were previously unavailable to them, leading to a more inclusive society.

## BUNDLE PACKAGES TO PROMOTE INTERNET CONNECTIONS

- Offering bundled packages that include both internet connectivity and IPTV services at reasonable rates, making it more attractive for urban or rural customers since they don't have to pay separately for Television connections.

# Bundling IPTV and INTERNET Packages Help Internet Service Providers ?

**Enhanced Connectivity:** Bundled packages provide rural residents with both internet connectivity and IPTV services in a single offering. This ensures that individuals have access to information, entertainment, and services through a reliable and convenient connection.

**Digital Literacy and Skill Development:** Bundled packages encourage residents to engage with technology, leading to improved digital literacy and skills that are increasingly relevant in today's world.

**Technology Adoption:** Bundled packages introduce technology to rural communities, encouraging the use of Smartphones, Smart TVs, and other devices. This can have long-term benefits in terms of technology adoption and adaptation.

# For ISPs



No wastage of time for building technology, approvals, Licenses and high cost maintenance



Instant and quick television service for existing customers



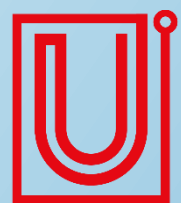
Increase in ARPU without Investment



Scalable Migration of Traditional STBs since **ULKA TV** do not use existing Cable TV Network



No additional or specific Last mile Network investments or Modifications for TV services including Wifi Networks.



**ULKA TV**

# For ISPs



All services licensed by M.I.B which includes **ULKA TV** are exempt from AGR License Fee as per Amendment No.20-271/2010 AS-I(Vol2.-V) Dated 25/10/2021 of DOT



ISP can save AGR License Fee by giving discount in Internet service instead of discount in **ULKA TV**



**ULKA TV** bundled packages helps ISP to reach smaller towns, rural villages and take over DTH clients also



Bundled Packages of Internet and **ULKA TV** extends Internet customer base to Television only houses also



**ULKA TV** Bundled Packages can be offered at lower rates compared to individual packs for Internet and Television.



**ULKA TV**



# For ISPs



New connections will be easier without STB  
Multiple connections in each house is easy from single  
WiFi Router using **ULKA Lite** App in Smart TVs



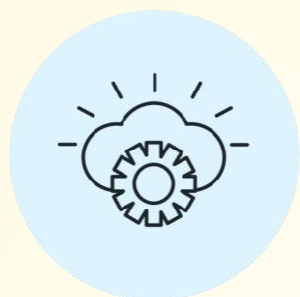
Co Branded Service rollout as per regulation for major  
National ISPs similar to BSNL and Railtel



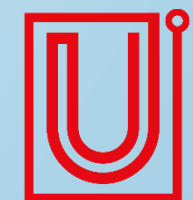
Ready to start mobile TV service with pay channels using  
**ULKA Mini** in Smart Phones



Existing Hybrid STBs of DTH and Cable TV can be used  
with **ULKA Lite** from Google TV Playstore



All Android TV STBs and Sticks can be used with **ULKA Lite**  
Wide choice of Smart Devices available for **ULKA TV**



**ULKA TV**



ULKA distributes live television channels on local broadband networks without any Internet data consumption & dedicated Cable TV Network.

1

All channels are transcoded to HEVC Codec supporting future 4k/8k Resolutions using AI-Nvidia GPUs offering the best quality in the Industry competing Major Global Players

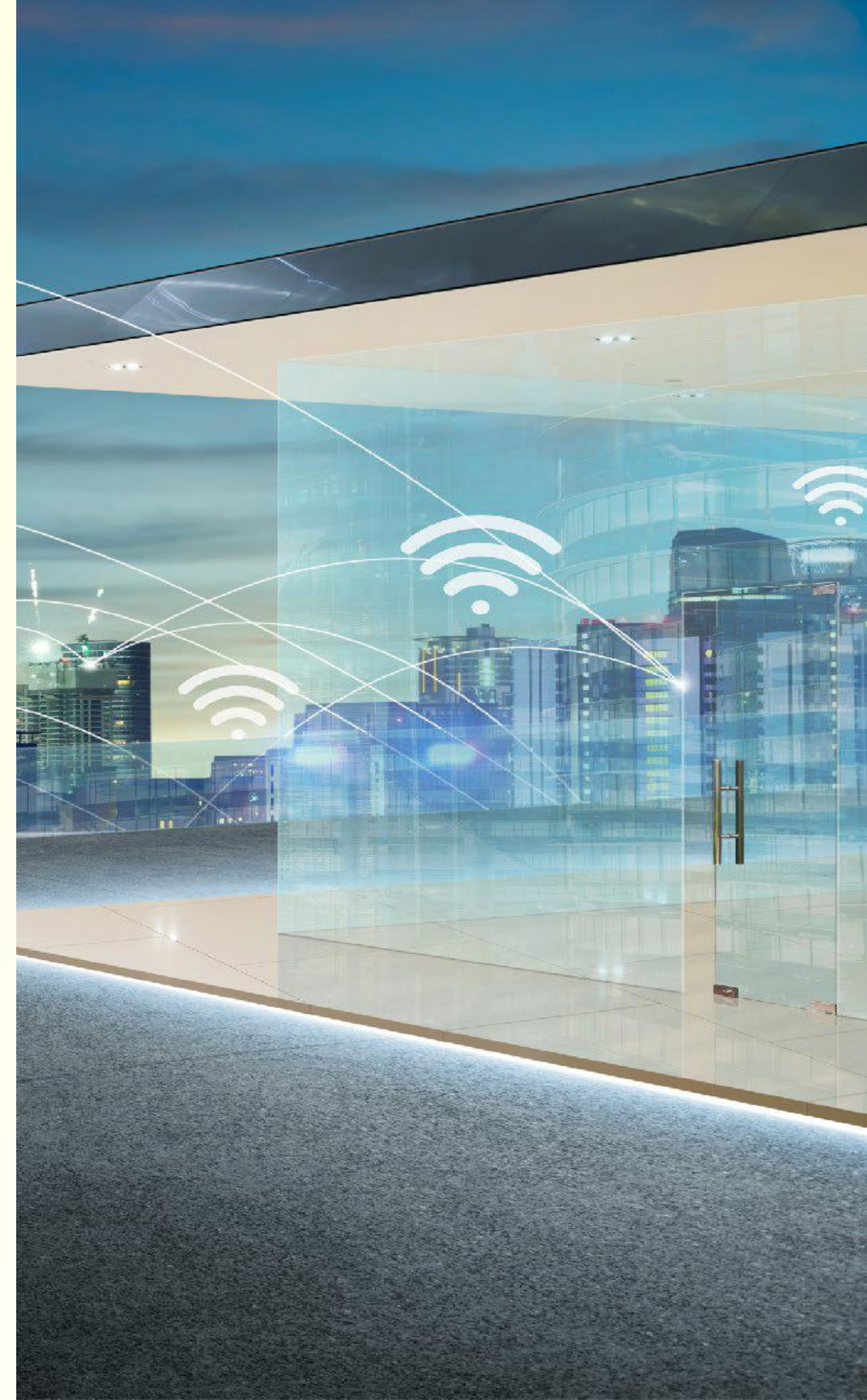
2

ULKA have developed it's own CDN system and not dependent on 3<sup>rd</sup> Party Vendors and they can be cascaded to save the trunk line capacity and offers regional advertisements.

3

Lowest Trunk Line requirement for connecting CDN servers  
150-300 Mbps for 250 SD+16 HD Channels  
500-1000 Mbps for all the 700 Channels

4





## IPTV vs OTT

1 IPTV is licensed by M.I.B and it is exempted from AGR using existing local broadband networks. AGR is payable for OTT Applications since they use internet

2 ALL OTT Applications use Global Streaming Servers like Amazon and Akamai and consumes internet bandwidth and hence cost of internet becomes expensive.

3 Distribution of licensed Satellite channels is permitted only from Licensed Distribution Platform operators (IPTV, DTH, Hits, Digital Cable TV).

4 M.I.B is already in the Process of withdrawal of Live satellite channels from OTT platforms and Major Broadcasters like Star and Sony have already withdrawn their live channels from their OTT Apps Disney Hotstar and Sony LIV.





# IPTV vs Cable TV

Cable TV requires Dedicated 2GB-3GB bandwidth for the Trunk Line against 310mbps to 1Gbps BW for **ULKA TV**

1

Cable TV requires Edge QAM modulator and EDFA at each Distribution Location costing Rs.300k-400k against **ULKA TV** CDN (Streaming Server) at Rs.15k-50k

2

Distribution of Digital **Cable TV** requires dedicated Dark fiber Network and WDM couplers and Decouplers which adds to the CAPEX of distribution.

3

**ULKA TV** distributes the IPTV signal in existing local broadband Networks and cost of dedicated high power laser network can be avoided.

4

**IPTV+Internet+Phone**



**Only Cable TV**



All Smart TVs , Smart STBs , Smart Sticks can connect to Home Wi-Fi Network without Fiber, Coaxial or Lan Cables.

1



All type of Last Mile Distribution Networks are supported which include GPON, EPON, 1G/10G Lan, Air Fiber, Point-to-Point and Point to Multipoint Wireless Links.

2



ULKA CDN Servers available various configurations to suit Small and Large Network with 1G Copper and 1G/10G/40G Fiber ports supporting 8000 to 100,000 concurrent users.

3



Rugged Fan-less Mini CDNs for small operators, communities and hotels having multiple 1G/2.5G LAN ports supporting 500 to 2000 users.

4





ULKA Lite Smart TV App for connected Smart Televisions  
ULKA Lite App is available in Android TV, Google TV, Fire TV,  
Fire Stick, Samsung TV App Stores and LG TV is under Process

1

ULKA Mini Mobile App is available in Android Smart Phones  
and I-Phone is under Process.

2

My ULKA App for Subscription Management and on the fly  
online subscription of addon packs or channels on demand.  
Available in Android and I-Phone Mobile App Stores.

3

ULKA STBs and Sticks supporting popular OTT Apps available  
for upgrading Older TVs to Smart TVs

4



# ULKA TV **Bouquets and Channels**

FUTURE. ENTERTAINMENT

We distribute nearly 700 licensed Satellite Channels and can include local channels on select CDN servers as per requirements of distributors.

1

Interconnect Agreements with all the Major Broadcasters including Star TV, ZEE, SONY, TV18, ETV, SUN, Gemini, Times, India Today, Discovery, OTV, NDTV and others.

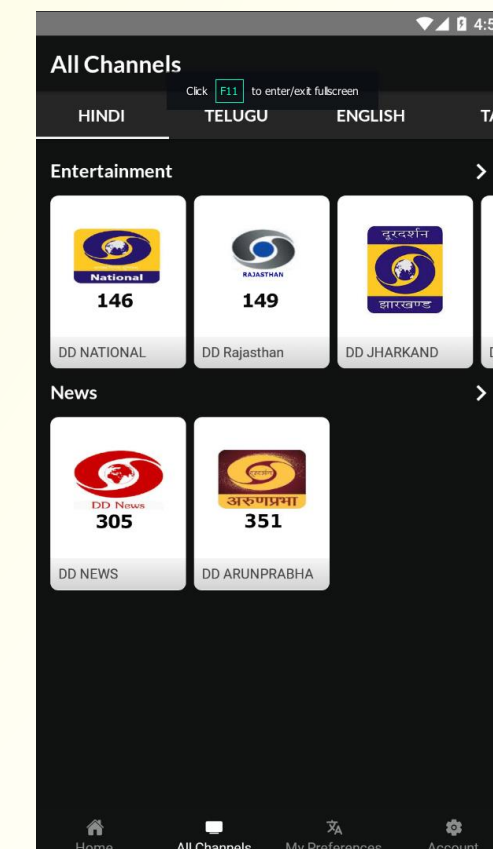
2

Choice of Broadcaster Bouquets and Ala-carte channels. Best value Regional and Multilingual Package offers of ULKA TV which includes 360+ Free to Air Channels.

3

The channels are organized language and genre wise for easy navigation and selection of channels in Entertainment, Movies, News, Infotainment, Music, Kids, Devotional, Sports etc.

4



# Network Partners

Major PSUs BSNL and Railtel are our Network Partners for IPTV Services.

More than 20 National and Regional ISPs are engaged in promoting and distributing our IPTV Services covering entire India.

Some enthusiastic LCOs also are participating in IPTV distribution hosting Mini CDNs integrated to their FTTH equipment using IPTV VLAN.



Our IPTV Infrastructure is Audited by TRAI empaneled Auditors for Regulatory Compliance

Compliance and Subscription Audits were conducted by multiple Auditors including BECIL, KPMG, Delloite, and others

Our Smart Apps, ULKA Lite and ULKA Mini were also Audited for Regulatory Compliance along with our Smart STBs.



**Telecom Regulatory  
Authority of India**



**Thank You All 🙏**



**ULKA TV**