

## Interview with Quippo Telecom

Arun Kapur, Group President, Quippo and Managing Director, Quippo Telecom

### What is QTEL's current business model and strategy?

The objective of QTEL is to provide shared passive telecom infrastructure. Quippo was the first company to introduce the concept of an equipment bank in the country in order to promote equipment renting rather than ownership. QTEL has already established a significant presence in the Indian telecom industry as the first independent tower company. The business model also envisages passing the benefits of sharing to telecom service providers, thus reducing their total cost and time to market significantly.

### How big is the business opportunity presented by the entry of new operators?

From the tower deployment perspective, the more the entrants, the higher is the scope for deployment. We are already on with the process of signing agreements with some operators for their roll-outs. The new entrants will strengthen our business model of having higher tenancy ratio. Therefore, it is a great business opportunity for us and we would like to tap it as soon as possible.

### What is the biggest challenge currently faced by QTEL? How is the company positioned vis-à-vis its competitors?

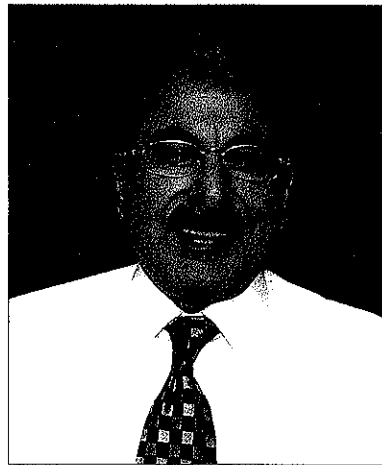
The biggest challenge is to have sustained business with higher efficiencies and lower costs in the circles where we are operational. The company is very strong as compared to the competitors in the independent tower business.

### What are your future plans? How much do you plan to invest on expansion and how will you source the funds?

QTEL is aiming at a rollout of 4,000 towers by March 2008 and envisages a portfolio of more than 40,000 towers by 2011. The company has already tied up adequate investment to achieve this vision. QTEL has also initiated the processes of forging partnerships in technology, project management, equipment sourcing, operations and maintenance, etc. to efficiently manage and implement the various projects.

QTEL is currently present in 12 circles and it will be operational in other 3 circles soon. By 2008-09, it is expected to have a pan-Indian presence. It is also considering strategic partnerships with other telecom operators and tower companies. QTEL has recently acquired the entire tower portfolio of Spice Telecom with the exclusive rights to roll out towers as per future requirements. This acquisition alone gives an opportunity to roll out over 12,000 towers in the next few years.

Quippo has upgraded the world's first multi-technology, multi-shared tower at Dhansa, New Delhi under the guidance and support of the Cellular



Operators Association of India. The tower is used by six operators, four GSM and two CDMA. Quippo has also been involved with the Department of Telecommunications in the conceptualisation of the USO Fund

project for rural telephony. QTEL is also in the process of developing innovative business models in the telecom space and looking at other revenue streams.

### How is QTEL placed in the rebranded group, Quippo?

QTEL is part of the seven diverse business verticals of the rebranded Quippo Group. Rebranding involved consolidation which leveraged on individual and collective strengths. As a new and emergent global transnational, Quippo is committed toward world class systems and processes as well as acquiring the reputation as an Indian employer.

### How is QTEL doing financially?

QTEL is doing well in financial terms. The company is poised for a high growth trajectory, both organic and inorganic. Within the group, QTEL currently contributes around 40 per cent of the entire revenue. We foresee the share increasing to 60 per cent in the next couple of years. ■

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LevelOne has a comprehensive IP video solution that provides monitoring and surveillance, digital video capturing, real time viewing, remote monitoring and management, recording and archival/retrieval. The customised surveillance solutions include License Plate Recognition, Traffic Violation Detection, Face Recognition, Biometric Access Control, etc.

### Networking products

LevelOne's networking product

range includes Rugged Wireless, Home-Plug, POE switching and routing solutions, digital signage solutions, data centre management solutions, VoIP solutions and many more.

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The world's first and the only IP-

**QTEL has launched the world's first and the only IP-based public addressing system with hybrid controls, which makes public addressing easy for any industry.**

based public addressing system with hybrid controls makes public addressing easy for any industry. This is a dream come true for the entire security market in the world. Every industry segment, from airports, industrial houses to universities and traffic police can benefit from this innovative solution.

The other solutions that are displayed are

- Digital signage
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- Wi-Max base stations and CPE
- Hybrid video surveillance and storage
- Forensics
- Video intercoms
- Digital PBX for ISP/telecom service providers.

With futuristic products and customised designs, LevelOne assures quality solutions to customers, helping them optimise their current infrastructure and achieve maximum return on investment. ■