

Alternate FTTH Business Models for Digital India



Need to Think Out of the box

to scale FTTH



Local entrepreneur model



Fiber to the village



Fiber to the Hotspot



Fiber to the community/RWA

Local Entrepreneurs need



Ability to source quality products at lower price



Remove the complexity of technology



Platform to aggregate content

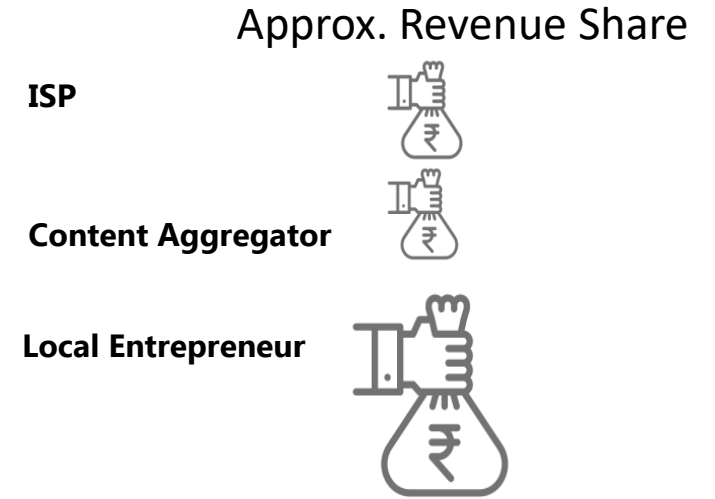
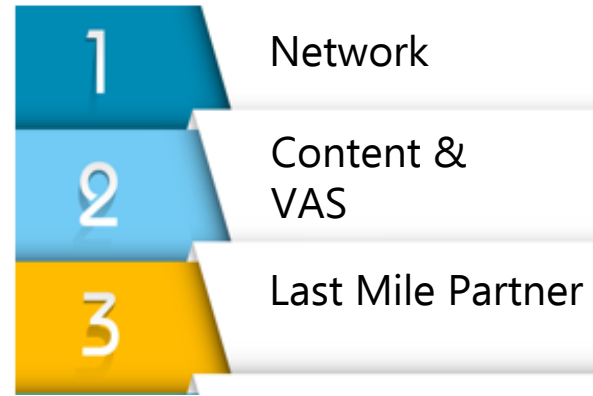


Capture part of the value chain

Collaborative Broadband services through Local Entrepreneurship

Key features:

- Keep the technical complexity with network and content player.
- Facilitate partners with certain skills and train them.
- Transactions are Digital therefore scalable.



Facilitates:



Low cost per user



Demand Generation

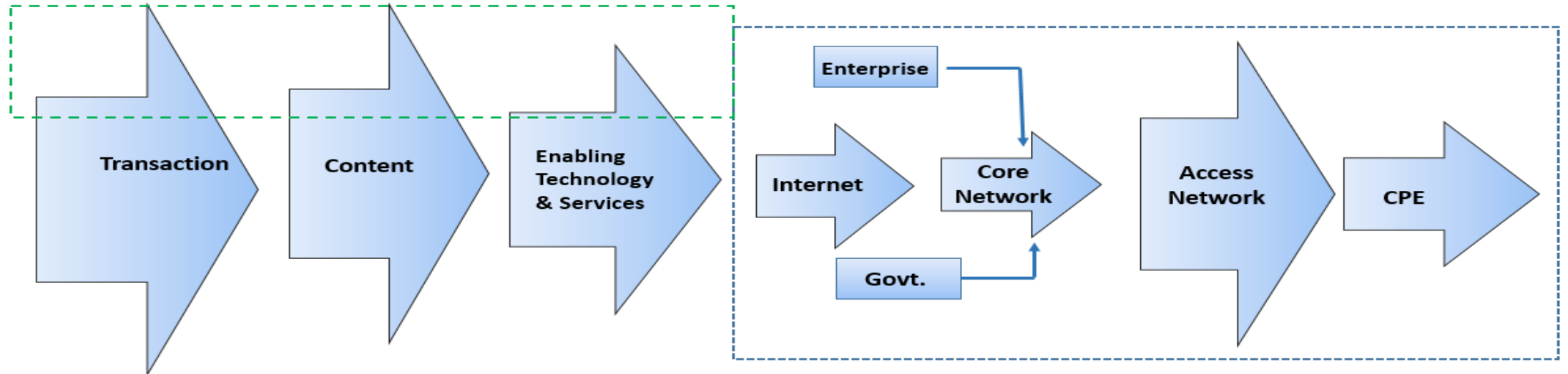
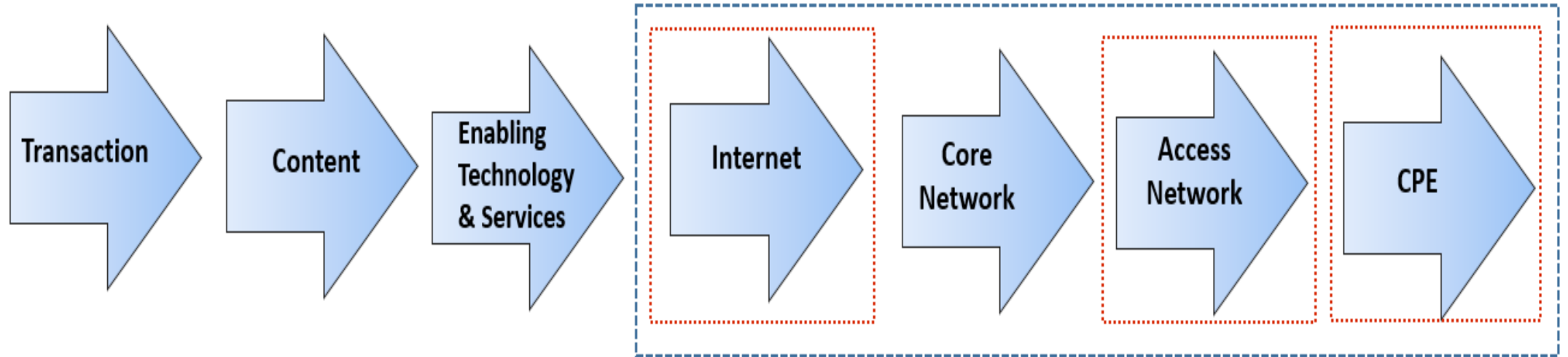


Low cost delivery

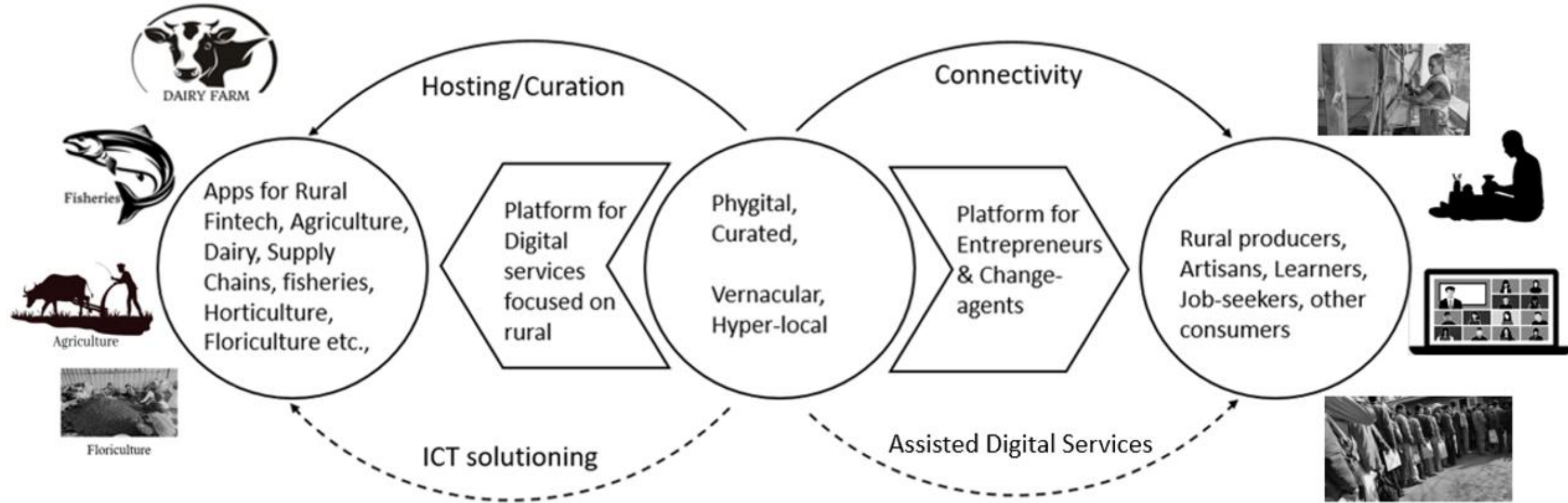


Aggregations of revenue streams

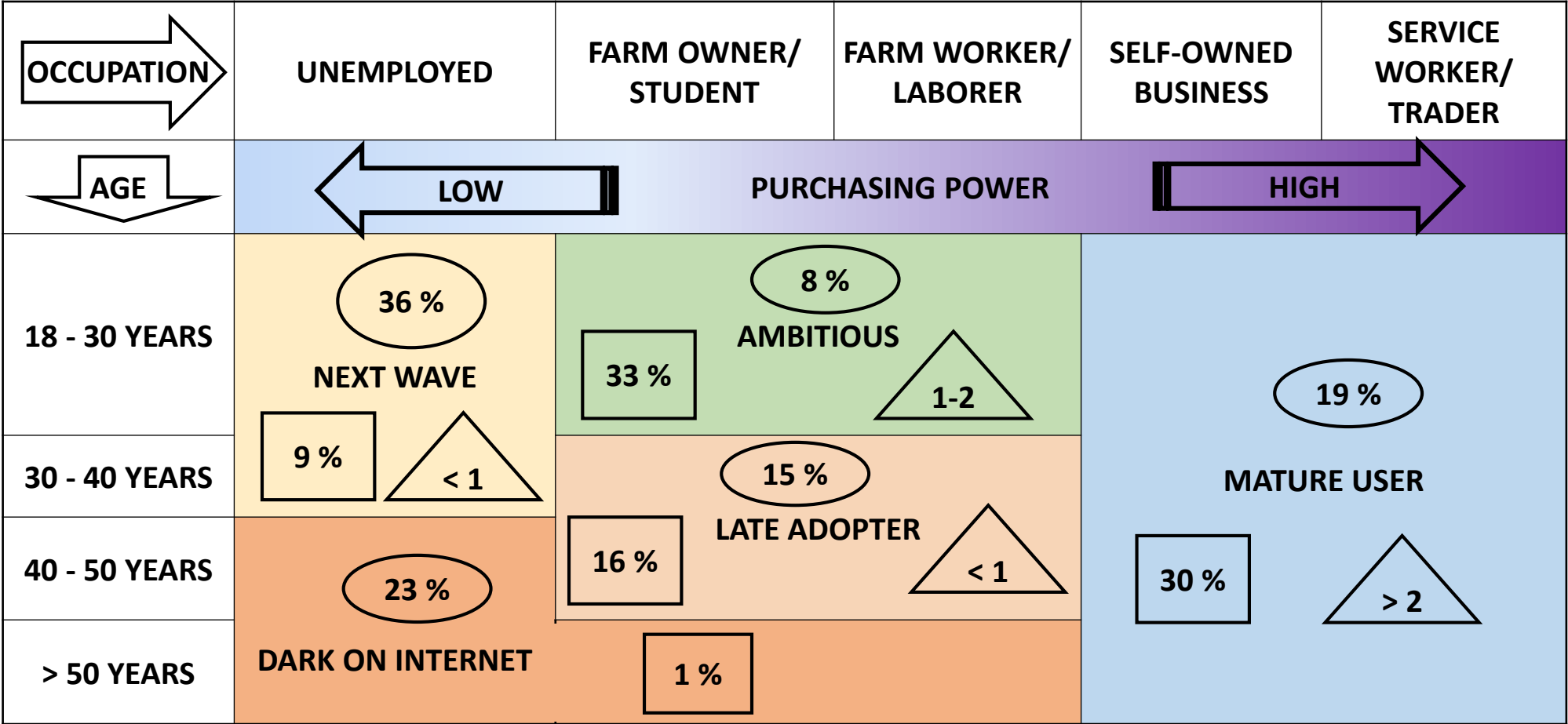
Capturing the Value Chain



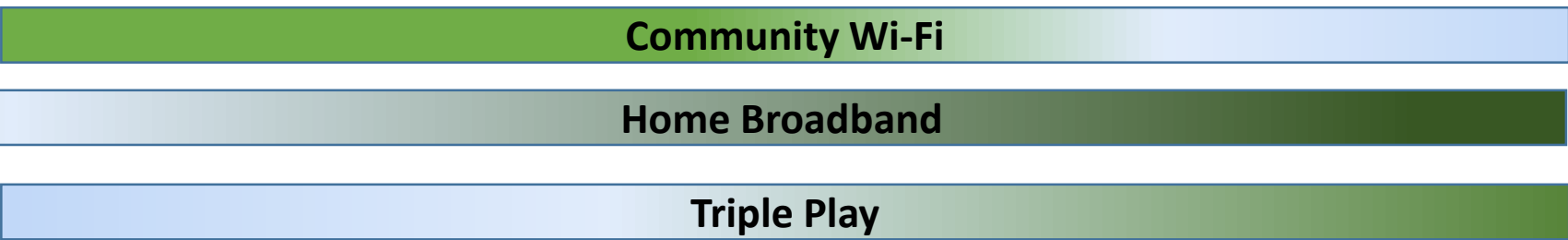
Digital Services – A Sustainable Strategy



Segmentation of Internet Users in Rural India



- Share of rural population
- Internet Penetration
- Number of years online



Thank You

